

77 04512

ECONOMIC REPORT ON LIVERMORE-AMADOR  
VALLEY PLANNING UNIT

*no sep*  
INSTITUTE OF GOVERNMENTAL  
STUDIES LIBRARY

JUL 22 1977

UNIVERSITY OF CALIFORNIA

prepared by

ALAMEDA COUNTY PLANNING DEPARTMENT

February 1976

Revised December 1976



Digitized by the Internet Archive  
in 2024 with funding from  
State of California and California State Library

<https://archive.org/details/C123308699>

INSTITUTE OF GOVERNMENTAL  
STUDIES LIBRARY  
AUG 12 2024  
UNIVERSITY OF CALIFORNIA

TABLE OF CONTENTS

|   |    |
|---|----|
| Introduction . . . . .  | i  |
| Summary . . . . .   | ii |
| Overview of the Economy of the Livermore-Amador Valley . . . . .                        | 1  |
| Employment and Businesses Within the Livermore-Amador Valley<br>Planning Unit . . . . . | 4  |
| Summary of Employment . . . . .   | 4  |
| Review of Major Industrial Divisions . . . . .  | 4  |
| Government . . . . .  | 4  |
| Services . . . . .  | 10 |
| Wholesale and Retail Trade . . . . .  | 11 |
| Agriculture . . . . .   | 22 |
| Manufacturing . . . . .   | 28 |
| Economic Characteristics of Residents . . . . .   | 30 |
| Employment . . . . .  | 30 |
| Labor Force Participation . . . . .   | 30 |
| Industries of Employed Residents . . . . .  | 30 |
| Occupations of Employed Residents . . . . .   | 33 |
| Income . . . . .  | 33 |
| Commuting Patterns . . . . .  | 39 |
| Future Employment in the Valley . . . . .   | 46 |

Econ. words.  
Bus "  
Indust. surveys

Livermore area  
"  
"

97 04572

INSTITUTE OF GOVERNMENTAL  
STUDIES LIBRARY

AUG 15 2024

UNIVERSITY OF CALIFORNIA



# LIST OF TABLES

| <u>Table</u> |   | <u>Page</u> |
|--------------|---|-------------|
| 1            | Employment in the Livermore Community Labor Market, Alameda County and the San Francisco-Oakland SMSA, by Industry: 1970                      | 5           |
| 2            | Employment in the Livermore Community Labor Market by Industry: 1960 and 1970   | 6           |
| 3            | Change in Employment in Livermore Community Labor Market, by Industry: 1960-1970  | 7           |
| 4            | Public School Employment by School District; February 1974  | 8           |
| 5            | Total Salaries Paid to Employees of School Districts in Livermore-Amador Valley Planning Unit; 1960-1961 and 1971-1972                        | 9           |
| 6            | Research and Development Firms Locating in Livermore Planning Unit; 1965-1973 (A partial list)  | 12          |
| 7            | Wholesaling Firms Locating in Livermore-Amador Valley Planning Unit; 1965-1973 (A partial list)   | 14          |
| 8            | Annual Sales in Livermore's Retail Sales Sector, by Type of Store: 1967 and 1972  | 15          |
| 9            | Change in Annual Sales in Livermore's Retail Sales Sector by Type of Store: 1967-1972   | 16          |
| 10           | Annual Sales in Pleasanton's Retail Sales Sector, by Type of Store: 1967 and 1972   | 17          |
| 11           | Change in Annual Sales in Pleasanton's Retail Sales Sector, by Type of Store: 1967-1972   | 18          |
| 12           | Retail Sales Tax Permits and Retail Taxable Transactions for Livermore and Pleasanton in 1960 and 1970, by Type of Store                      | 19          |
| 13           | Retail Sales Tax Permits and Retail Taxable Transactions for Livermore and Pleasanton, and the Percentage Change Since 1970, by Type of Store | 20          |
| 14           | Per Capita Retail Sales in Livermore and Other Cities of Approximately the Same Population: 1972  | 23          |
| 15           | Per Capita Retail Sales in Pleasanton and Other Cities of Approximately the Same Population: 1972   | 24          |
| 15A          | Taxable Sales in Dublin, Livermore and Pleasanton: 1974   | 25          |
| 15B          | Taxable Sales in Dublin and Certain Other Communities, by Type: 1974  | 26          |
| 15C          | Per Capita Taxable Sales of Dublin and Certain Other Communities, by Type: 1974   | 27          |
| 16           | Large Manufacturers Locating in Livermore Planning Unit; 1965-1973 (A partial list)   | 29          |

# LIST OF TABLES (con't)

| <u>Table</u> |   | <u>Page</u> |
|--------------|---|-------------|
| 16A          | Employment of Residents of Livermore-Amador Valley Planning Unit;<br>November 1974 - May 1976   | 31          |
| 17           | Labor Force Participation of Men and Women 16 Years of Age and<br>Older in Livermore, Pleasanton, Dublin and Certain Other Places:<br>1970            | 32          |
| 18           | Employment of Livermore-Amador Valley Planning Unit Residents by<br>Industry: 1960 and 1970   | 34          |
| 19           | Change in Employment of Livermore-Amador Valley Planning Unit<br>Residents by Industry: 1960 - 1970   | 35          |
| 20           | Employment of Livermore-Amador Valley Planning Unit Residents by<br>Occupation: 1969 and 1970   | 36          |
| 21           | Change in Employment of Livermore-Amador Valley Planning Unit<br>Resident by Occupation: 1960 and 1970  | 37          |
| 22           | Median Family Income, and Median Family and Unrelated Individual<br>Income of Places in and Around the Livermore-Amador Valley<br>Planning Unit: 1970 | 38          |
| 23           | Employment Locations of Residents of Livermore in November 1974<br>and Pleasanton in May 1975   | 40          |
| 24           | Employment Locations of Residents in Percent of Livermore in<br>November 1974 and Pleasanton in May 1975  | 41          |
| 25           | Place of Work of Residents of Communities in Livermore-Amador<br>Valley Planning Unit; November 1974 - May 1976                                       | 42          |
| 26           | Jobs in the Livermore-Amador Valley and Employed Valley Residents:<br>1960 and 1970   | 43          |
| 27           | Employment of Residents of the Livermore-Amador Valley Planning<br>Unit and in the Livermore Community Labor Market by Industry: 1960                 | 44          |
| 28           | Employment of Residents of the Livermore-Amador Valley Planning<br>Unit and in the Livermore Community Labor Market by Industry: 1970                 | 45          |



## SUMMARY

### ECONOMIC REPORT ON THE LIVERMORE-AMADOR

### VALLEY PLANNING UNIT

## INTRODUCTION

This report is one of several background reports on the Livermore-Amador Valley Planning Unit which are part of the general plan review for the area. The report offers an overview of the economy of the Valley. It describes employment and businesses located within the Livermore-Amador Valley. It looks at the economic characteristics of the residents of the Valley including employment characteristics such as labor force participation, occupations and industries of employed residents, and income. And the study examines the commuting patterns into and out of the Valley. Primarily the report describes economic activity in 1970, and in some cases more recent years, and the trends in such activity since 1960. Comparisons are made with surrounding areas and the County as a whole where data are available.

## SUMMARY

### OVERVIEW OF THE ECONOMY OF THE LIVERMORE-AMADOR VALLEY

For the purposes of description and analysis, the economy of the Livermore-Amador Valley Planning Unit may be divided into four parts. The first of these is the land resource industries of agriculture and quarrying. This part of the economy is the oldest and it dominated in the Valley until the early 1950's. Today, though agriculture and quarrying are not important parts of the Valley's economy in terms of its total employment or income, the two enterprises are concerned with vital resources, and because of their proximity to present urban development, they are significant factors in defining the extent and pattern of urbanization in the Planning Unit.

A second part of the economy is that headed by research, and which includes manufacturing and wholesaling. This section is the backbone of employment located in the Valley and the basis for what might be called a balanced economy, one in which people both live and work in the same community. The key establishment of this part of the Livermore-Amador Valley economy is the Lawrence Livermore Laboratory. In 1970, the Laboratory employed approximately one-quarter of all employment located in the Valley. The Laboratory's role in the Valley's economy goes further than just the size of its employment. The atomic, laser, and high energy physics research facility has set an image of the Valley as a center for research. Today the Valley not only has many research facilities in areas associated with the Lawrence Livermore Laboratory, but also has establishments involved in all types of research.

A third part of the economy of the Livermore-Amador Valley could be called the commuter economy. The central element in this section is the employed residents who travel outside of the Valley, principally to cities along the Bay, to work. In 1974, just under half of the employed residents were a part of this section of the economy. Two characteristics of the commuter economy are the importance of transportation and dominance of residential land uses in the Valley.

A fourth and last part of the economy of the Livermore-Amador Valley is retail and personal services. This section provides products and services for local consumption. Retail sales in both Livermore and Pleasanton are low when compared to other communities of about the same size. The result is that Planning Unit residents must travel to areas outside of the Valley to fulfill many of their needs.

Each of the four parts of the economy of the Livermore-Amador Valley has its own problems, its own potential, and its own implications for the future growth and pattern of development in the Valley. Further, each part does not stand alone, but interplays with the others. In planning for the future of the Valley, the positive and negative aspects of each part of the economy need to be considered, and the four parts pieced together into a sound whole.



## EMPLOYMENT AND BUSINESS WITHIN THE LIVERMORE-AMADOR VALLEY

The Livermore-Amador Valley Planning Unit has an unusually high amount of employment in government and services. Together the two sectors accounted for over two-thirds of the employment located in the Planning Unit in 1970. The central reason for this large portion of employment in government and services is the Lawrence Livermore Laboratory and other associated research facilities. Wholesale trade does not employ a large proportion of those who work within the Planning Unit, but it did experience considerable growth in the 1960's as the Valley is at the crossroads of two major, regional highways and centrally located in relation to the population of the Bay Area. Retail employment and sales are low. There is no regional shopping center in the Valley, and residents must travel to either the Walnut Creek or Hayward areas to make many of their purchases. Though agriculture has lost ground to urbanization, which has taken much of the best land for farming, employment in the sector rose slightly in the 1960's. Finally, the Planning Unit had well less than ten percent of its employment in manufacturing in 1970, and less were employed in manufacturing than in agriculture.

## ECONOMIC CHARACTERISTICS OF RESIDENTS

The residents of the Livermore-Amador Valley communities had the highest median incomes of any of the Planning Units in the County, though the level was not dramatically higher than either that of communities in the Washington or Eden Planning Units. The resident labor force has the highest proportion of professional, technical and kindred workers, and managers and administrators and the lowest proportion of clerical and sales workers of any of the Planning Units, further signs of the relatively high economic standing of Valley residents. Services is the largest industrial category in which residents are employed, just as services was the largest sector of employment located in the Valley. But among residents, as compared to employment located in the Planning Unit, employment is more evenly distributed among the various industrial sectors. Labor force participation of women in the Valley, which was 36 percent in 1970, was the lowest in any area of the County, and about 10 percentage points lower than the average for the five county San Francisco-Oakland SMSA.

## COMMUTING PATTERNS

There is a large amount of commuting of workers both into and out of the Livermore-Amador Valley. At the mid-decade, just over one-half, or approximately 17,500 of Valley residents worked within the Valley. However, the proportion of commuters in the Valley varied greatly between Pleasanton and Dublin on the one hand, and Livermore on the other. In Livermore, 66 percent of employed persons worked in the Valley, while in Pleasanton only 38 percent of employed residents worked in the Valley. Furthermore, there is a great difference between the commuting patterns of primary and secondary wage earners. While 49 percent of the primary wage earners worked the Valley, over 70 percent of the secondary wage earners did.



Besides approximately 16,500 residents commuting out of the Valley to jobs, there is considerable commuting into the Valley to jobs. In 1970, roughly 7,000 workers travelled from outside to inside the Valley to workplaces.

#### FUTURE EMPLOYMENT IN THE VALLEY

There are two major industries for which expansion should be anticipated (1) government and allied research, (2) retail and services. The first may be considered "basic" activity, serving an area national in scope, the second "population-serving" activity serving local residents and employees.

Assuming the Livermore Amador Valley Water Management Agency (LAVWMA) 1996 population, there would be 131,000 residents in the Valley in twenty years. The civilian non-institutional part of this population is estimated at 128,000. The proportion 16 years of age and older at the 1974 rate would be 72 percent or 92,000. Of this number, 61.5 percent is likely to be in the labor force,<sup>1</sup> that is, interested in paid employment, totalling 57,000. With an unemployment rate of 7 percent, a net of 53,000 jobs would be needed for Valley residents.

---

<sup>1</sup>Projection for the nation as a whole by U.S. Department of Labor, Bureau of Labor Statistics.

## OVERVIEW OF THE ECONOMY OF THE LIVERMORE-AMADOR VALLEY

The Livermore-Amador Valley Planning Unit is the last major area of the County to experience urban development. Before World War II and through to the early 1950's, the Valley was principally an agricultural area. As late as 1953 a County Planning Commission report described Pleasanton as a place of wines, gravel, and the Alameda County Fair, and Livermore as "a trade center in a grape, cattle, and grain growing area." The Valley remained lightly settled through 1950 when the population was 14,396 as reported in the U. S. Census.

During the pre-1950 agricultural period, the Valley did experience one spurt of growth. This was between 1940 and 1950 when the growth of Camp Parks contributed to the Valley's development. During World War II and shortly afterwards, 12,000 to 14,000 people were stationed at the base at one time. In the 1940's the Planning Unit's civilian population increased 77 percent from the 1940 level of 8,423.

Early in the 1950's it was thought the Camp Parks might be a major influence in the growth of the Livermore-Amador Valley. An Alameda County Planning Commission report of November 1951 stated that

-It is expected that Parks Air Force Base will employ approximately 7,000 and provide training facilities for 30,000.-

Such a large population at the base has of course not materialized and the facility's influence in the growth of the Valley since the early fifties has been small, if not nil. Its present role in the Valley's economy is minimal.

From the agricultural economy that lasted through the 1940's and early 1950's, the development of the Planning Unit in many ways has proceeded in a stereotype suburban pattern. As the bay plain urbanized and transportation improvements made the Valley more accessible to the central Bay Area, the Valley has become to a degree a simple extension of the urbanization of the Bay Area that started in San Francisco 125 years ago. This process of suburbanization became full fledged in the early 1950's with the improvement of then Highway 50 (I-580). As the area from San Leandro to Fremont filled with houses in the 1960's and with further highway improvements, development in the Valley increased at an even greater rate.

Few areas, however, are simple stereotype suburbs or follow a simple suburban development pattern and the Livermore-Amador Valley certainly has its own characteristics.

In the economy of the Planning Unit, perhaps the most important characteristic which complicates the simple suburban picture is Lawrence Livermore Laboratory, located just to the east of the downtown of Livermore and established in 1952. The facility was a major cause of rapid growth of Livermore in the 1950's when Pleasanton was only growing at a moderate pace. In 1958 the Laboratory already employed over 3,000 people. In 1960 it accounted for one-third of the Valley's employment in itself. In 1970, the Laboratory still accounted for one quarter of the Valley's employment.



This one research installation has set an image of the Valley as a research center. This is in part because of the establishment of complementary or auxiliary businesses, such as Sandia Laboratories and General Electric Vallecitos Nuclear Center. But over the last two decades, research operations in the Valley have broadened in scope into other areas, such as those pursued at Kaiser Aluminum and Chemical and Foremost Dairies, which have no relation to the Lawrence Livermore Laboratory.

Another influence which has given the Livermore-Amador Valley its unique development pattern is poor air quality. As an interior valley adjacent to the urbanized Bay Area, Planning Unit has had significant air quality deterioration since the 1960's. This problem, along with other factors, has been a spur to slow or no growth movements. In the early seventies, an initiative was voted upon and passed to severely restrict growth in Livermore and Pleasanton, but the measure was challenged in the courts. Presently, however, the Environmental Protection Agency (EPA) has imposed its own growth restrictions as a condition of funding of sewer facilities. If maintained, these will greatly reduce otherwise expected growth in the Valley. For example, Pleasanton recently cutback its projected 1996 population from 76,000 to 48,000 to meet EPA requirements.

Two other influences which were present before the beginning of urbanization in the 1940's also have some importance as economic parameters in the Valley. These are intensive agriculture, particularly vineyards, and gravel quarries. Relative to the total employment and income in the Valley, neither are of great importance, but each is a viable economic enterprise and can be significant in defining the extent and pattern of urbanization. The quarries are one of the best sources of aggregate for concrete and for other building purposes in Northern California. They are certainly of prime importance to the Bay Area because of their proximity to major construction areas. The vineyards have been in production for around a hundred years and support a number of wineries in an industry which has seen considerable growth in the last decade.

Since the early 1950's and particularly since the 1960's, agriculture and quarries have been a section of the economy of the Livermore-Amador Valley which is losing ground to other parts of the economy. Urbanization has encroached upon both prime agricultural and quarry lands. In the competition between land uses urbanization has almost completely overwhelmed the two land resource industries. The loss from diminishment of agricultural and quarrying is difficult to measure, just as it is difficult to measure the gain from urbanization. One thing is possible to see, however. The decrease in these two industries along with the growth of others has lessened the diversity in the economy, as well as in the landscape, which means also a decrease in the stability of the Valley's economy.

Urbanization has been generated from two principle divisions of the economy. One is what might be called the commuter economy. This is the economy of people who work outside of the Valley, mostly in areas around the Bay, and who reside in the Planning Unit. In its manifestation in the Livermore-Amador Valley, the commuter economy is houses and retail and personal services businesses, or what is called a bedroom suburb.

The other division of the economy which has contributed to the urbanization of the Valley is made up of research, manufacturing, and wholesaling operations which are located in the Planning Unit, with (as noted above) research dominating. This part of economy creates a more balanced community in which

people both work and reside. The City of Livermore in its preliminary general plan has stated a balanced economy as one of its goals.

The significance of the distinction between the two divisions of the economy which support urbanization is in reliance on transportation, almost exclusively the automobile, for travel to work, and in sources of revenues for public services. Trips to work are longer in the commuter economy, which means an increase in energy consumption and in the long run an increase in air pollution, both critical factors today. Revenues for public services in the commuter economy fall heavily on taxation of property and principally residential property. In the economy of local research, manufacturing, and wholesaling, property taxation is distributed among industrial, commercial, and residential uses, with industrial taking on a great deal of the burden.

Another element in the economy of the Livermore-Amador Valley Planning Unit is retail businesses and personal services. Presently, commercial development in Livermore, Pleasanton, and Dublin provides for only a part of the needs of the people in the Valley. Residents must drive to the Hayward or Walnut Creek areas to fulfill many of their needs. The low level of commercial sales also means that Valley communities lose potential revenues for public services, as well as local employment.

The land resource industries of agriculture and quarrying, the commuter economy, the economy of administration, research, manufacturing, and wholesaling, the commercial economy, and environmental limitations, primarily air quality, are pieces which need to be considered and put together into a desirable configuration as one looks at the future of the Livermore-Amador Valley Planning Unit.

## EMPLOYMENT AND BUSINESSES LOCATED WITHIN THE LIVERMORE-AMADOR VALLEY PLANNING UNIT

### SUMMARY OF EMPLOYMENT

The services and government sectors which dominate employment in the Livermore-Amador Valley together supplied 68.3 percent of the total employment while they employed only 45.3 percent of the working residents. On the other hand, construction, manufacturing, and wholesale and retail trade, which provided 39.9 percent of employed residents with work, constituted only 19.4 percent of the employment located in the Valley.

The significance of the governmental sector in the Planning Unit becomes evident when the Planning Unit's employment distribution is compared with that of Alameda County and the San Francisco-Oakland SMSA. The percentage of employment located in Livermore-Amador Valley within the governmental sector is almost double that of the County's governmental sector and is over twice the SMSA's governmental sector. See Table 1. The services agriculture, forestry, and fishing industries are also more important in the Planning Unit than they are in the County or the SMSA.

The remaining industries are of less significance in the Planning Unit's employment picture than they are in that of the County and the SMSA. Of particular interest is the manufacturing sector. While one out of every five jobs in Alameda County is connected with manufacturing, only slightly over one out of every twenty jobs located in the Livermore-Amador Valley Planning Unit is in manufacturing in this direction. See Table 1. The relative insignificance of manufacturing within the Planning Unit may be attributed to the shortage of low-income workers residing in the area, the severe competition provided by vacant industrial properties (including industrial parks) in more centrally located parts of the County, and the political pressures associated with the air pollution problem in the Livermore Valley.

### REVIEW OF MAJOR INDUSTRIAL DIVISIONS

#### 1. Government: 9,700 employees (1970)

The largest rise in employment during the 1960's occurred in the governmental sector, which had an increase of 4,800 workers during the decade. As was the case in the San Francisco-Oakland SMSA as a whole, the rise may be partially attributed to the increase in employment in the public schools. Actual employment data for the school districts in the Planning Unit for these years is not available, but the magnitude of the increase in school enrollment and in the salaries of school personnel gives some indication of the increase in employment. Between 1960 and 1970, enrollment in public schools in the Planning Unit grew from 7,229 to 29,272. Wages almost quadrupled during the decade from \$2.3 to \$9.0 million.



Table 1. EMPLOYMENT IN THE LIVERMORE COMMUNITY LABOR MARKET, ALAMEDA COUNTY AND THE SAN FRANCISCO-OAKLAND SMSA, BY INDUSTRY: 1970

|   | LIVERMORE COMMUNITY<br>LABOR MARKET <sup>1</sup> |         | ALAMEDA COUNTY <sup>2</sup> |         | SAN FRANCISCO-OAKLAND<br>SMSA <sup>3</sup> |         |
|---|--|---------|-----------------------------|---------|--|---------|
|   | NUMBER   | PERCENT | NUMBER                      | PERCENT | NUMBER                                     | PERCENT |
| TOTAL   | 21,100   | 100.0   | 456,100                     | 100.0   | 1,396,900                                  | 100.0   |
| Agriculture, Forestry and Fishing               | 1,500  | 7.1     | 3,600                       | 0.8     | 10,200                                     | 0.7     |
| Contract Construction                           | 600  | 2.8     | 22,500                      | 4.9     | 61,900                                     | 4.4     |
| Manufacturing                                   | 1,300  | 6.2     | 83,300                      | 18.3    | 201,500                                    | 14.4    |
| Transportation, Communications<br>and Utilities | 400  | 1.9     | 34,300                      | 7.5     | 133,200                                    | 9.6     |
| Wholesale and Retail Trade                      | 2,200  | 10.4    | 96,200                      | 21.1    | 265,500                                    | 19.0    |
| Finance, Insurance and Real Estate              | 600  | 2.8     | 19,400                      | 4.3     | 96,700                                     | 6.9     |
| Services  | 4,700  | 22.3    | 89,100                      | 19.5    | 222,500                                    | 15.9    |
| Government                                      | 9,700  | 46.0    | 106,500                     | 23.3    | 271,500                                    | 19.5    |
| Other   | 100  | 0.5     | 1,200                       | 0.3     | 133,900                                    | 9.6     |

<sup>1</sup>Community Labor Market Surveys Division, State of California Department of Human Resources Development, Research and Statistics, September 1970. Data listed above represents all civilian employment for Livermore and Pleasanton Census Divisions in July 1970.

<sup>2</sup>Computed from data in reference 1 above.

<sup>3</sup>Area Manpower Review Division, State of California Department of Human Resources Development, Employment Data and Research, April 1973. This data represents estimates made by HRD for civilian employment in the San Francisco-Oakland SMSA in 1970. Employees, self-employed workers, unpaid family workers, and domestic servants have been included in the "other" category, rather than the specific sector in which they worked, as was the case in the data for the Livermore Community Labor Market and Alameda County. Forestry and Fishing are also included in the "other" category of the SMSA data.

Table 2. EMPLOYMENT IN THE LIVERMORE COMMUNITY LABOR MARKET BY INDUSTRY:  
1960 AND 1970

| Industry                                       | 1960   |         | 1970   |         |
|--|--------|---------|--------|---------|
|  | Number | Percent | Number | Percent |
| Total  | 10,300 | 100.0   | 21,100 | 100.0   |
| Agriculture, Forestry and Fishing              | 700    | 6.8     | 1,500  | 7.1     |
| Construction                                   | 200    | 1.9     | 600    | 2.8     |
| Manufacturing                                  | 800    | 7.7     | 1,300  | 6.2     |
| Transportation, Communication<br>and Utilities | 200    | 1.9     | 400    | 1.9     |
| Wholesale and Retail Trade                     | 800    | 7.8     | 2,200  | 10.4    |
| Finance, Insurance and Real Estate             | 100    | 1.0     | 600    | 2.8     |
| Services                                       | 2,500  | 24.3    | 4,700  | 22.3    |
| Government                                     | 4,900  | 47.6    | 9,700  | 46.0    |
| Other  | 100    | 1.0     | 100    | 0.5     |

SOURCE: Based on data from the State of California, Department of Human Resources Development, Research and Statistics Division, Community Labor Market Surveys, September 1960 and September 1970. Data represents all civilian employment for Livermore and Pleasanton Census Divisions in July 1960 and July 1970.

Table 3. CHANGE IN EMPLOYMENT IN LIVERMORE COMMUNITY LABOR MARKET, BY  
INDUSTRY: 1960-1970

| INDUSTRY  | 1960<br>NUMBER | 1970<br>NUMBER | AVERAGE ANNUAL<br>PERCENT CHANGE<br>1960-1970 |
|---|----------------|----------------|---|
| TOTAL   | 10,300         | 21,100         | 7.4   |
| Agriculture, Forestry, and Fishing              | 700            | 1,500          | 7.9   |
| Construction                                    | 200            | 600            | 11.6  |
| Manufacturing                                   | 800            | 1,300          | 5.0   |
| Transportation, Communication,<br>and Utilities | 200            | 400            | 7.2   |
| Wholesale and Retail Trade                      | 800            | 2,200          | 10.6  |
| Finance, Insurance, and Real Estate             | 100            | 600            | 19.6  |
| Services  | 2,500          | 4,700          | 6.5   |
| Government                                      | 4,900          | 9,700          | 7.1   |
| Other   | 100            | 100            | -   |

SOURCE: Based on data from State of California, Department of Human Resource Development, Research and Statistics Division, Community Labor Market Survey, September 1960 and September 1970. Data listed above represent all civilian employment for Livermore and Pleasanton Census Divisions in July 1960 and July 1970.



Table 4. PUBLIC SCHOOL EMPLOYMENT BY SCHOOL DISTRICT; FEBRUARY, 1974

| SCHOOL DISTRICT                       | CERTIFICATED<br>EMPLOYEES | CLASSIFIED<br>EMPLOYEES | TOTAL<br>EMPLOYEES |
|---------------------------------------|---------------------------|-------------------------|--------------------|
| TOTAL                                 | 924                       | 517                     | 1,441              |
| Amador Valley Joint Union High School | 299                       | 153                     | 452                |
| Mountain House                        | 3                         | 1                       | 4                  |
| Murray                                | 318                       | 167                     | 485                |
| Pleasanton Joint                      | 290                       | 185                     | 475                |
| Sunol Glen                            | 14                        | 11                      | 25                 |

SOURCE: Based on data from Alameda County School Department, Business Services Division, unpublished sources.

Table 5. TOTAL SALARIES PAID TO EMPLOYEES OF SCHOOL DISTRICTS IN LIVERMORE-AMADOR VALLEY PLANNING UNIT; 1960-1961 AND 1971-1972

| TOTAL                                 | <u>1960-1961 PAYROLLS</u> |             | TOTAL                                 | <u>1971-1972 PAYROLLS</u> |             |
|---------------------------------------|---------------------------|-------------|---------------------------------------|---------------------------|-------------|
|                                       |                           | \$2,268,217 |                                       |                           | \$8,993,076 |
| Amador Valley Joint Union High School | 222,148                   |             | Amador Valley Joint Union High School | 2,771,836                 |             |
| Green                                 | 31,305                    |             | Mountain House                        | 16,401                    |             |
| Inman                                 | 5,382                     |             | Pleasanton Joint                      | 2,776,057                 |             |
| Livermore                             | 1,068,890                 |             | Sunol Glen                            | 147,754                   |             |
| Livermore Joint Union High School     | 439,602                   |             | Murray                                | 3,291,028                 |             |
| May Joint                             | 65                        |             |                                       |                           |             |
| Mountain House                        | 11,244                    |             |                                       |                           |             |
| Murray                                | 50,750                    |             |                                       |                           |             |
| Pleasanton Joint                      | 389,225                   |             |                                       |                           |             |
| Sunol Glen                            | 49,606                    |             |                                       |                           |             |

SOURCE: Based on data from State Controller's Office, Financial Transactions Concerning School Districts of California, 1960-1961 and 1971-1972 editions.

ACPD/1976

However, despite the increase, public school employment constituted only a small fraction of government employment within the Livermore-Amador Valley. In February, 1974, the five public school districts located within the Planning Unit's borders employed a total of 1,441 workers.

The largest employer in the governmental sector is Lawrence Livermore Laboratories. Founded in 1952, Lawrence Livermore Laboratory employed 5,270 workers in June, 1973, including 1,773 professional workers, 568 craftsmen, 1,095 technicians, and 1,834 administrative and clerical workers. In November, 1976, employment at the Laboratory had increased to 6,188. Lawrence Livermore Laboratory activities range from nuclear weapons research to the study of laser fusion, bio-medicine, and non-nuclear energy generation.

Two hospitals in Livermore, Valley Memorial Hospital, which employed 342 people, and a Veteran's Administration Hospital, which employed 380 people, supply additional employment. Valley Memorial Hospital, which opened in 1961 with 46 beds and 70 employees, undertook most of its expansion in 1969, when it added 66 beds to its facility. The Veteran's Administration Hospital, which was founded in 1924 in order to treat tubercular patients, has been a general medical hospital since 1961. With 191 beds, it handles approximately 3,000 patient admissions annually, along with 22,000 outpatient visits.

## 2. Services: 4,700 employees (1970)

The services sector, which gained 2,200 employees between 1960 and 1970, had the second largest increase in employment in the Livermore-Amador Valley Planning Unit during the ten year period. The two largest employers in this sector are Sandia Laboratories of Livermore which employed 870 people in December, 1973, and the General Electric Vallecitos Nuclear Center which employed 514 people, also in December 1973. Sandia Laboratories, which is a subsidiary of the Western Electric Company, also operates laboratory facilities in Albuquerque, New Mexico and a test range in Tonopah, Nevada. Its Livermore Laboratory was opened in February, 1956, and grew rapidly until mid-1961, when it employed 968 workers. Most of the on-going work at Sandia is related to the development of nuclear weapons systems, with all of its funding coming directly from the Atomic Energy Commission.

The third largest services employer is the Clorox Research Center in Pleasanton, which employs 100 workers.

Building permit records for the last ten years show that the Livermore-Amador Valley Planning Unit attracts an unusually high number of firms engaged in research and development. Table 6 lists some of the larger research-oriented firms that have located in the Planning Unit since 1965.



Data from the 1967 and 1972 Censuses of Selected Service Industries\* indicate that selected service employment within the City of Livermore increased from 1,290 jobs in 1967 to 1,555 jobs in 1972, or 20.5 percent. Selected service firms increased in number from 130 to 252, and annual payrolls in this sector rose from \$10.8 million to \$17.4 million. The receipts collected by these firms increased 43.2 percent, from \$30.3 million in 1967 to \$44.1 million in 1972.

In Pleasanton's selected services industries, employment grew 33.9 percent, or from 236 to 316 jobs, between 1967 and 1972. The number of firms increased from 81 to 144. Annual payrolls in this sector rose from \$1.4 million to \$2.3 million, or 66.4 percent and annual receipts increased from \$4.0 million to \$6.8 million or 67.4 percent.

### 3. Wholesale and Retail Trade: 2,200 employees (1970)

The third largest increase in employment in the Livermore-Amador Valley Planning Unit was in the wholesale and retail trade sector, which increased from 800 workers in 1960 to 2,200 workers in 1970. Most of this change is undoubtedly due to the increase in retail trade employment which tends to increase in relation to population growth.

#### Wholesale Trade:

While it would be difficult to pinpoint precisely the magnitude of the increase in employment in wholesale trade for the Planning Unit during the 1960's, a number of medium and large-size wholesaling firms located in the area between 1965 and 1973. See Table 7.

Other large wholesaler employers are Scholastic Magazines and Books, Inc. with 165 employees as of January 1973; Lucky Stores, Inc., with 75 employees as of December, 1973; and Sunshine Art Studio with 50 employees as of October, 1971.

The 1972 Census of Wholesale Trade reported 17 wholesaling firms employing 712 persons in Livermore in 1972. Total wholesale payrolls for the year equalled \$255,000, while total sales were \$2.5 million. These sales accounted for only one-twentieth of one percent of the total sales in this sector for Alameda County, leaving Livermore with the lowest wholesale sales to number of residents ratio in the County, \$55 per capita. The County-wide per capita figure was \$4,361.

---

\*These Censuses include all firms which fall into the following Standard Industrial Classification categories: Hotels, motels, tourist courts, trailering parks, and camps (701, 703), personal services (72), business services (73), automotive repair, services, and garages (75), miscellaneous repair services (76), amusement and recreation services, including motion pictures (78, 79), dental laboratories (8072), legal services (81), and engineering, architectural, and surveying services (891).

Table 6. RESEARCH AND DEVELOPMENT FIRMS LOCATING IN LIVERMORE PLANNING UNIT; 1965-1973  
(A PARTIAL LIST)

| Year located | Name of firm, city   | Sq. ft. of building space in original structure (or size of site) | Initial investment | New jobs | Type of research conducted                   |
|--------------|--|---|--------------------|----------|--|
| 1965         | Foremost Dairies Inc., Dublin  | 44,000  | \$2,000,000        | 50       | Research and development of milk by-products |
| 1967         | Kaiser Aluminum and Chemical Corp. Center for Technology, Pleasanton | 75 Acres  | \$6,500,000        | 300      | Materials Research                           |
| 1969         | Livermore Data Systems, Livermore                                    | 5,000   | \$ 100,000         | 8        | Communications Equipment                     |
| 1969         | California Metallurgical Industries, Livermore                       | 8,000   | \$ 290,000         | 5        | Metals                                       |
| 1972         | Parks Research Corp., Livermore                                      | 3,000   | \$ 70,000          | 10       |  |

NOTE: Figures have been adjusted from those listed in sources in cases where the Alameda County Planning Department was able to obtain more current information.

SOURCE: Based on data from Alameda County New Industries Committee, Oakland Chamber of Commerce, Growth West, various dates 1965-1973; Pleasanton Chamber of Commerce; and Livermore Chamber of Commerce.

## Retail Trade:

According to the 1967 and 1972 censuses of retail trade, retail employment in the City of Livermore rose from 1,031 jobs in 1967 to 1,756 jobs in 1972, or 70.3 percent. The number of retail firms in Livermore increased from 211 to 310, as annual retail payrolls increased from \$5.2 million in 1967 to \$9.7 million in 1972, or 72.9 percent. Of the two-digit Standard Industrial Classification retail sectors, automobile dealers, whose sales rose \$14.3 million or 98.2 percent, had the largest increase in sales. In 1972, automobile dealers accounted for 34.1 percent of the total retail sales in Livermore, and food stores accounted for an additional 29.7 percent.

Between 1967 and 1972, retail employment in Pleasanton grew from 357 to 637 jobs, or 78.4 percent. The number of retail stores in the city rose from 92 in 1967 to 148 in 1972, as retail payroll increased from \$1.8 million to \$3.7 million, or 107.3 percent. Pleasanton's retail sales totalled \$27.9 million in 1972, with 41.6 percent occurring in food stores. The percentage of sales that were transacted in the automotive dealers sector is not available, but it appears to have been the second largest sales sector, as gasoline service stations alone accounted for 13.5 percent of the city's retail sales. The Pleasanton retail sector's sales almost doubled between 1967 and 1972, with the food stores experiencing approximately one-half of the \$13.6 million total increase.

When the retail sales in Livermore and Pleasanton are compared with other cities of a similar size, it is apparent that both have a low volume of retail business. Of eight places of approximately the same population which were compared to Livermore in retail sales, Livermore had lower sales than all but two. Of nine places of approximately the same population which were compared to Pleasanton, Pleasanton had lower sales than all but one.

Livermore and Pleasanton were low in all types of retail sales. There was no category which showed particular strength. The category significantly below the leaders in both Livermore and Pleasanton was automobile dealers. The categories that fared slightly better than others were food, gasoline service stations, eating and drinking places, and drugs. Those that fared slightly worse than others were building materials, general merchandise, automobile dealers, apparel, and furniture.

The higher categories are those which are more convenience oriented and are places where daily or weekly purchases are made, while those that were less well off were those where larger, and less infrequent purchases, are made. These observations point out one reason for the low sales in both cities. They are places of recent, rapid growth. Retail development follows population growth, but there is usually a lag between the population growth and retail development. And some types of retail development have less lag time than others.

One type of retail development which comes only after considerable growth is a regional shopping center with its large department stores. There is no such center in the Livermore-Amador Valley, though one is proposed called Stoneridge, which is to be located at the intersection of I-580 and I-680. The center is now planned to be built in 1979 or 1980. Upon its



Table 7. WHOLESALING FIRMS LOCATING IN LIVERMORE-AMADOR VALLEY PLANNING UNIT; 1965-1973 (A PARTIAL LIST)

| Year located |   | Sq. ft. of<br>building<br>space in<br>original<br>structure<br>(or size<br>of site) | Initial<br>investment | New<br>jobs | Type of research<br>conducted |
|--------------|---|---|-----------------------|-------------|-------------------------------|
| 1966         | Mobat Tires Rubber Company, Livermore           | 30,000  | \$ 500,000            | 25          | Retread Tires                 |
| 1968         | Reynold C. Johnson Co., Pleasanton <sup>1</sup> | 210,000   | 2,700,000             | 160         | Volkswagen, Porches,<br>Audis |
| 1970         | Amfac Distribution Center, Dublin               | 243,000   | 5,500,000             | 350         | Clothing                      |
| 1971         | Ambrose Meat Packing, Pleasanton                | NA  | 23,000                | NA          | Meats                         |
| 1972         | United Investors Warehouse, Dublin              | NA  | 158,000               | NA          |                               |
| 1972         | Hovick Warehouse, Dublin                        | NA  | 140,000               | NA          |                               |

<sup>1</sup>Reynold C. Johnson Company has closed its wholesale operation in Pleasanton.

NOTE: Figures have been adjusted from those listed in sources in cases where the Alameda County Planning Department was able to obtain more current information.

SOURCES: Based on data from Alameda County New Industries Committee, Oakland Chamber of Commerce Growth West, various dates 1965-1973.

Table 8. ANNUAL SALES IN LIVERMORE'S RETAIL SALES SECTOR, BY TYPE OF STORE:  
1967 AND 1972

| 1972 SIC <sup>a</sup>  | 1967 Sales          |         | 1972 Sales          |         |
|--|---------------------|---------|---------------------|---------|
|  | Amount<br>(\$1,000) | Percent | Amount<br>(\$1,000) | Percent |
| Total  | \$48,865            | 100.0   | \$84,469            | 100.0   |
| 52 Building Materials, Hardware, Garden<br>Supply, and Mobile Home Dealers | 1,714               | 3.5     | 2,766               | 3.3     |
| 53 General Merchandise Group Stores  | 3,406               | 7.0     | 7,358               | 8.7     |
| 54 Food Stores   | 15,090              | 30.9    | 25,104              | 29.7    |
| 55 Automotive Dealers  | 14,545              | 29.7    | 28,827              | 34.1    |
| 554 Gasoline Service Stations  | 3,960               | 8.1     | 7,401               | 8.8     |
| 56 Apparel and Accessory Stores  | 1,856               | 3.8     | 2,531               | 3.0     |
| 57 Furniture, Home Furnishings, and<br>Equipment Stores                    | 1,953               | 4.0     | 3,578               | 4.3     |
| 58 Eating and Drinking Places  | 2,476               | 5.1     | 4,924               | 5.8     |
| 59 Miscellaneous Retail Stores   | 7,825               | 16.0    | 9,381               | 11.1    |
| 591 Drug Stores  | 1,986               | 4.1     | 3,492               | 4.1     |

<sup>a</sup>Standard Industrial Classification

SOURCE: Based on data from U.S. Bureau of the Census, 1967 Census of Business, Retail Trade: California, U.S. Government Printing Office, 1969, p. 6-135 and 1972 Census of Retail Trade, Area Series, California, U.S. Government Printing Office, 1974, pp. 5-142 and 5-143.

ACPD/1976

Table 9. CHANGE IN ANNUAL SALES IN LIVERMORE'S RETAIL SALES SECTOR BY TYPE OF STORE: 1967-1972

| 1972 SIC <sup>a</sup>  | 1967<br>Sales<br>(\$1,000) | 1972<br>Sales<br>(\$1,000) | 1967-72<br>(\$1,000) | Average<br>Annual<br>Percent<br>Change<br>1967-72 |
|--|----------------------------|----------------------------|----------------------|---|
| Total  | \$48,865                   | \$84,467                   | \$35,604             | 5.6   |
| 52 Building Materials, Hardware, Garden<br>Supply, and Mobile Home Dealers | 1,714                      | 2,766                      | 1,052                | 4.9   |
| 53 General Merchandise Group Stores  | 3,406                      | 7,358                      | 3,952                | 8.2   |
| 54 Food Stores   | 15,090                     | 25,104                     | 10,014               | 5.2   |
| 55 Automotive  | 14,545                     | 28,827                     | 14,282               | 7.1   |
| 554 Gasoline Service Stations  | 3,960                      | 7,401                      | 3,441                | 6.5   |
| 56 Apparel and Accessory Stores  | 1,856                      | 2,531                      | 675                  | 3.2   |
| 57 Furniture, Home Furnishing, and<br>Equipment Stores                     | 1,953                      | 3,578                      | 1,625                | 6.2   |
| 58 Eating and Drinking Places  | 2,476                      | 4,924                      | 2,448                | 7.1   |
| 59 Miscellaneous Retail Stores   | 7,825                      | 9,381                      | 1,556                | 1.8   |
| 591 Drug Stores  | 1,986                      | 3,492                      | 1,506                | 5.8   |

<sup>a</sup>Standard Industrial Classification

SOURCE: Based on data from U.S. Bureau of the Census, 1967 Census of Business, Retail Trade: California, U.S. Government Printing Office, 1969, p. 6-135 and 1972 Census of Retail Trade, Area Series, California, U.S. Government Printing Office, 1974, pp. 5-142 and 5-143.



Table 10. ANNUAL SALES IN PLEASANTON'S RETAIL SALES SECTOR, BY TYPE OF STORE: 1967 AND 1972

| 1972 SIC <sup>a</sup>   | 1967 Sales          |         | 1972 Sales          |         |
|---|---------------------|---------|---------------------|---------|
|   | Amount<br>(\$1,000) | Percent | Amount<br>(\$1,000) | Percent |
| Total   | \$14,296            | 100.0   | \$27,916            | 100.0   |
| 52 Building Materials, Hardware, Garden Supply, and Mobile Home Dealers | 1,093               | 7.6     | 1,333               | 4.8     |
| 53 General Merchandise Group Stores                                     | NA                  | NA      | NA                  | NA      |
| 54 Food Stores  | 4,743               | 33.2    | 11,600              | 41.6    |
| 55 Automotive Dealers   | NA                  | NA      | NA                  | NA      |
| 554 Gasoline Service Stations   | 1,739               | 12.2    | 3,770               | 13.5    |
| 56 Apparel and Accessory Stores   | NA                  | NA      | 851                 | 3.0     |
| 57 Furniture, Home Furnishings, and Equipment Stores                    | 548                 | 3.8     | 789                 | 2.8     |
| 58 Eating and Drinking Places   | 1,878               | 13.1    | 3,431               | 12.3    |
| 59 Miscellaneous Retail Stores  | 2,052               | 14.4    | 1,641               | 5.9     |
| 591 Drug Stores   | 523                 | 3.7     | 1,955               | 7.0     |

<sup>a</sup>Standard Industrial Classification

SOURCE: Based on data from U.S. Bureau of the Census, 1967 Census of Business, Retail Trade: California, U.S. Government Printing Office, 1969, p. 6-135 and 1972 Census of Retail Trade, Area Series, California, U.S. Government Printing Office, 1974, pp. 5-142 and 5-143.

Table 11. CHANGE IN ANNUAL SALES IN PLEASANTON'S RETAIL SALES SECTOR, BY  
TYPE OF STORE: 1967-1972

| 1972 SIC <sup>a</sup>  | 1967<br>Sales<br>(\$1,000) | 1972<br>Sales<br>(\$1,000) | Change<br>1967-72<br>(\$1,000) | Average<br>Annual<br>Percent<br>Change<br>1967-72 |
|--|----------------------------|----------------------------|--------------------------------|---|
| Total  | \$14,296                   | \$27,916                   | \$13,620                       | 6.9   |
| 52 Building Materials, Hardware, Garden<br>Supply, and Mobile Home Dealers | 1,093                      | 1,333                      | 240                            | 2.0   |
| 53 General Merchandise Group Stores  | NA                         | NA                         | NA                             | NA  |
| 54 Food Stores   | 4,743                      | 11,600                     | 6,857                          | 9.4   |
| 55 Automotive Dealers  | NA                         | NA                         | NA                             | NA  |
| 554 Gasoline Service Stations  | 1,739                      | 3,770                      | 2,031                          | 8.0   |
| 56 Apparel and Accessory Stores  | NA                         | 1,851                      | NA                             | NA  |
| 57 Furniture, Home Furnishing, and<br>Equipment Stores                     | 548                        | 789                        | 241                            | 3.7   |
| 58 Eating and Drinking Places  | 1,878                      | 3,431                      | 1,553                          | 6.2   |
| 59 Miscellaneous Retail Stores   | 2,052                      | 1,641                      | -411                           | 2.2   |
| 591 Drug Stores  | 523                        | 1,955                      | 1,432                          | 14.1  |

<sup>a</sup>Standard Industrial Classification

SOURCE: Based on data from U.S. Bureau of the Census, 1967 Census of Business, Retail Trade: California, U.S. Government Printing Office, 1969, p. 6-135 and 1972 Census of Retail Trade, Area Series, California, U.S. Government Printing Office, 1974, pp. 5-142 and 5-143.

Table 12. RETAIL SALES TAX PERMITS AND RETAIL TAXABLE TRANSACTIONS FOR LIVERMORE AND PLEASANTON IN 1960 AND 1970, BY TYPE OF STORE

|                                | LIVERMORE                     |                               |                                       |  |  | PLEASANTON                            |                               |                               |                                       |  | Average Annual Pct. Change |
|--------------------------------|-------------------------------|-------------------------------|---------------------------------------|--|--|---------------------------------------|-------------------------------|-------------------------------|---------------------------------------|--|----------------------------|
|                                | 1960 Retail Sales Tax Permits | 1970 Retail Sales Tax Permits | Average Annual Pct. Change (\$1,000s) | 1960 Retail Taxable Trans-Actions (\$1,000s) | 1970 Retail Taxable Trans-Actions (\$1,000s) | Average Annual Pct. Change (\$1,000s) | 1960 Retail Sales Tax Permits | 1970 Retail Sales Tax Permits | Average Annual Pct. Change (\$1,000s) | 1970 Retail Taxable Trans-Actions (\$1,000s) |                            |
| Total                          | 132                           | 234                           | 5.9                                   | 12,575                                       | 42,431                                       | 12.9                                  | 54                            | 89                            | 5.1                                   | 3,443  | 12.6                       |
| Apparel Stores                 | 16                            | 21                            | 2.8                                   | 942  | 2,506  | 10.3                                  | NA                            | 8                             | NA                                    | 1,250  | NA                         |
| General Merchandise Stores     | 7                             | 17                            | 9.3                                   | 1,741  | 6,971  | 14.9                                  | NA                            | 3                             | NA                                    | NA   | NA                         |
| Drug Stores                    | 4                             | 8                             | 7.2                                   | 703  | 2,211  | 12.1                                  | NA                            | 3                             | NA                                    | NA   | NA                         |
| Food Stores                    | 13                            | 17                            | 2.7                                   | 1,784  | 5,578  | 12.1                                  | NA                            | 8                             | NA                                    | 1,879  | NA                         |
| Packaged Liquor Stores         | 3                             | 7                             | 8.8                                   | 392  | 1,628  | 15.3                                  | NA                            | 3                             | NA                                    | NA   | NA                         |
| Eating and Drinking Places     | 22                            | 47                            | 7.9                                   | 876  | 3,680  | 15.4                                  | NA                            | 21                            | NA                                    | 2,031  | NA                         |
| Home Furnish and Appliances    | 8                             | 16                            | 7.2                                   | 710  | 2,210  | 12.0                                  | NA                            | 9                             | NA                                    | 508  | NA                         |
| Bldg. Matrl. and Farm Implmts. | 11                            | 13                            | 1.7                                   | 1,072  | 2,109  | 7.0                                   | NA                            | 6                             | NA                                    | 1,273  | NA                         |
| Auto Dealers and Auto Supplies | 9                             | 14                            | 4.5                                   | 3,368  | 12,136                                       | 13.6                                  | NA                            | 3                             | NA                                    | NA   | NA                         |
| Service Stations               | 22                            | 28                            | 2.4                                   | 408  | 692  | 5.4                                   | NA                            | 11                            | NA                                    | 448  | NA                         |
| Other Retail Stores            | 17                            | 46                            | 10.5                                  | 579  | 2,710  | 18.9                                  | NA                            | 14                            | NA                                    | 3,833  | NA                         |

SOURCES: Based on data from State Board of Equalization, Trade Outlets and Taxable Retail Sales in California During 1960, 1st Annual Report, July 15, 1961.

State Board of Equalization, Trade Outlets and Taxable Retail Sales in California During 1970, 10th Annual Report, April 19, 1971.

ACPD/1976



Table 13. RETAIL SALES TAX PERMITS AND RETAIL TAXABLE TRANSACTIONS FOR LIVERMORE AND PLEASANTON IN 1972, AND THE PERCENTAGE CHANGE SINCE 1970, BY TYPE OF STORE

|                                | LIVERMORE                              |  |                                     |  |  |                                     | PLEASANTON                             |  |                                     |  |  |                                     |
|--------------------------------|--|--|-------------------------------------|--|--|-------------------------------------|--|--|-------------------------------------|--|--|-------------------------------------|
|                                | 1970<br>Retail<br>Sales Tax<br>Permits | 1972<br>Retail<br>Sales Tax<br>Permits | Average<br>Annual<br>Pct.<br>Change | 1970<br>Retail<br>Taxable<br>Trans-<br>Actions<br>(\$1,000s) | 1972<br>Retail<br>Taxable<br>Trans-<br>Actions<br>(\$1,000s) | Average<br>Annual<br>Pct.<br>Change | 1970<br>Retail<br>Sales Tax<br>Permits | 1972<br>Retail<br>Sales Tax<br>Permits | Average<br>Annual<br>Pct.<br>Change | 1970<br>Retail<br>Taxable<br>Trans-<br>Actions<br>(\$1,000s) | 1972<br>Retail<br>Taxable<br>Trans-<br>Actions<br>(\$1,000s) | Average<br>Annual<br>Pct.<br>Change |
| Total                          | 234                                    | 231                                    | -0.6                                | 42,431   | 53,619   | 12.4                                | 89                                     | 106                                    | 9.1                                 | 11,272   | 16,817   | 22.5                                |
| Apparel Stores                 | 21                                     | 20                                     | -2.4                                | 2,506  | 2,620  | 2.3                                 | 8                                      | 11                                     | 17.3                                | 1,250  | 1,386  | 5.3                                 |
| General Merchandise Stores     | 17                                     | 16                                     | -3.0                                | 6,971  | 7,402  | 3.1                                 | 3                                      | 3                                      | 0.0                                 | NA   | NA   | NA                                  |
| Drug Stores                    | 8                                      | 8                                      | 0.0                                 | 2,211  | 1,796  | 9.9                                 | 3                                      | 4                                      | 15.4                                | NA   | NA   | NA                                  |
| Food Stores                    | 17                                     | 19                                     | 5.7                                 | 5,578  | 6,419  | 7.3                                 | 8                                      | 9                                      | 6.1                                 | 1,879  | 3,100  | 28.5                                |
| Packaged Liquor Stores         | 7                                      | 7                                      | 0.0                                 | 1,628  | 1,840  | 6.3                                 | 3                                      | 6                                      | 41.5                                | NA   | 1,180  | NA                                  |
| Eating and Drinking Places     | 47                                     | 45                                     | 2.1                                 | 3,680  | 5,255  | 19.5                                | 21                                     | 27                                     | 13.4                                | 2,081  | 3,523  | 30.2                                |
| Home Furnish. and Appliances   | 16                                     | 10                                     | 21.0                                | 2,210  | 2,621  | 8.9                                 | 9                                      | 9                                      | 0.0                                 | 508  | 659  | 13.4                                |
| Bldg. Matrl. and Farm Implmts. | 13                                     | 12                                     | 3.9                                 | 2,109  | 2,646  | 12.0                                | 6                                      | 6                                      | 0.0                                 | 1,273  | 1,226  | -1.9                                |
| Auto Dealers and Auto Supplies | 14                                     | 15                                     | 3.5                                 | 12,136   | 16,088   | 15.1                                | 3                                      | 3                                      | 0.0                                 | NA   | NA   | NA                                  |
| Service Stations               | 28                                     | 34                                     | 10.2                                | 692  | 4,074  | 1.0 <sup>1</sup>                    | 11                                     | 14                                     | 12.8                                | 448  | 2,083  | 1.0 <sup>1</sup>                    |
| Other Retail Stores            | 46                                     | 45                                     | -1.1                                | 2,710  | 2,858  | 2.7                                 | 14                                     | 14                                     | 0.0                                 | 3,833  | 3,660  | -2.3                                |

<sup>1</sup>A comparison between 1970 and 1972 taxable sales of service stations has little meaning because of changes in tax laws. In 1970 there was no sales tax on gasoline. In half of 1972, there was a sales tax.

SOURCE: Based on data from State Board of Equalization, Trade Outlets and Taxable Retail Sales in California 1970, 10th Annual Report, April 15, 1971.

State Board of Equalization, Trade Outlets and Taxable Retail Sales in California During 1972, 12th Annual Report, April 16, 1973.

ACPD/1976

completion, the retail sales picture in the Valley will improve significantly. However, until that time, if it comes, many purchases by Valley residents will be made either in the Walnut Creek area or in the Hayward area where there are large department stores, and established furniture and building material outlets.

Another factor which needs to be considered as to retail sales in the Valley and their potential, particularly in Livermore, is that the area is presently on the periphery of urban development in the San Francisco Bay Area. As an outlying area, the Valley cannot expect to attract businesses which depend on large markets.

Most businesses will locate as centrally as they can in their market area. In the future the intersection of I-580 and I-680 may be the center of some market areas as both the Livermore-Amador Valley and the San Ramon Valley develop, but the eastern side of the Valley will not be centrally located unless urbanization develops extensively to the north or east.

Until recently a lack of information on sales in Dublin has made it impossible to assess Dublin's retail status. However, within the last year the Alameda County Planning Department has received taxable sales data from the State Board of Equalization for the year 1974. With this information, Dublin's retail activity can be compared with other places, particularly Livermore and Pleasanton, and the entire Valley retail picture appraised.

The comparison of taxable sales in Dublin, a place of approximately 16,000 people, to Livermore, a city of roughly 50,000, and Pleasanton, a city of slightly over 30,000, reveals that Dublin, despite its small population size, is second among the three communities in taxable sales, and may well now (in 1976) be the leading retail center in the Livermore-Amador Valley. Dublin's taxable sales of \$68.5 million in 1974 nearly equalled Livermore's \$71.5 million, and were almost twice Pleasanton's \$35.5 million. See Table 15A. On a per capita basis Dublin in 1974 had sales of \$4,391, compared to \$1,430 for Livermore and \$1,128 for Pleasanton.

In regards to types of sales, general merchandise and drug stores and building material stores are the two outstanding retail store categories in Dublin. Dublin, with \$22.5 million, had over twice the sales in general merchandise and drug stores as did Livermore, which had \$10.0 million in sales in 1974. Per capita, Dublin had 56 percent more general merchandise and drug store sales than Hayward and 64 percent more than Walnut Creek. For building material outlets, Dublin had \$5.1 million in sales, or 54 percent of the Livermore-Amador Valley's three communities' sales. Livermore had \$3.4 million and Pleasanton had \$0.9 million. Per capita, Dublin's \$328 sales in building materials was 101 percent higher than Hayward's \$163 and 102 percent more than Lafayette's, the next highest place's, \$162. Livermore and Pleasanton had \$68 and \$30 per capita sales for building material stores. See Table 15B.

Besides the excellent sales in the general merchandise and drug store and building material store categories, Dublin also did well in food and liquor stores, auto dealers, and service station sales, even though it did not have the highest sales in the Livermore-Amador Valley in any of these areas. For food and liquor stores, Dublin, with \$6.0 million had less sales than both Livermore, which had \$11.0 million, and Pleasanton, which had \$6.2 million. The same is true for service stations, for which Dublin had \$4.9 million in sales compared to \$8.8 million in Livermore and \$5.5 million in Pleasanton. See Table 15B. As both food and liquor stores and service station typically closely correlate to population, more so than other types of retail establishments, Livermore and Pleasanton's higher sales in these areas are to be expected.

For auto dealer sales, Livermore had \$13.5 million or \$271 per capita in sales, while Dublin had \$9.9 million or \$632 per capita. Pleasanton's auto dealer sales were unavailable, but were likely no more than \$2.0 million. Per capita, Dublin's auto dealer sales of \$632 compare well with Hayward's \$644 and Walnut Creek's \$683.

Apparel stores were the weak side of the Dublin sales picture in 1974. Dublin's \$0.4 million accounted for only 8.4 percent of the sales in this category in the Livermore-Amador Valley. Even per capita Dublin showed poorly, with \$27 in sales compared to \$62 in Livermore and \$46 in Pleasanton.

#### 4. Agriculture: 1,500 employees (1970)

The Livermore-Amador Valley Planning Unit's agriculture, forestry and fishing sector, which more than doubled in employment between 1960 and 1970, constituted 41.7 percent of all the agricultural, forestry and fishing employment in Alameda County. Livestock (sheep and cattle), grapes (vineyards) and alfalfa hay are the three major agricultural commodities produced in the area. In contrast to the rest of the County only one crop of vegetables may be grown each year in the Planning Unit because of cold winter temperatures. Canning tomatoes are the biggest vegetable crop grown in the area, followed by cucumbers. Grains and walnuts are also produced in large quantities.



Table 14. PER CAPITA RETAIL SALES IN LIVERMORE AND OTHER CITIES OF APPROXIMATELY THE SAME POPULATION:  
1972

|                 | All<br>Estab-<br>lishment | Build-<br>ing<br>Mater-<br>ials | General<br>Merchan-<br>dise | Food | Auto-<br>mobile<br>Deal-<br>ers | Gas-<br>oline<br>Ser-<br>vice | Apparel | Furni-<br>ture | Eating &<br>Drinking | Drug | Miscellaneous |
|-----------------|---------------------------|---------------------------------|-----------------------------|------|---------------------------------|-------------------------------|---------|----------------|----------------------|------|---------------|
| San Rafael      | 4,686                     | 182                             | 758                         | 687  | 1,229                           | 163                           | 284     | 282            | 251                  | NA   | NA            |
| Escondido       | 4,573                     | 506                             | 1,005                       | 720  | 1,089                           | 213                           | 153     | 190            | 253                  | 119  | 326           |
| Walnut Creek    | 4,541                     | 148                             | 753                         | 827  | 1,102                           | 276                           | 349     | 328            | 267                  | 190  | 302           |
| Hayward         | 3,630                     | 59                              | 759                         | 603  | 1,028                           | 172                           | 224     | 124            | 204                  | NA   | NA            |
| La Habra        | 2,884                     | 118                             | 510                         | 648  | 666                             | 179                           | 150     | 111            | 212                  | 98   | 191           |
| Fountain Valley | 1,872                     | NA                              | 586                         | 553  | 35                              | 216                           | 51      | 68             | 108                  | NA   | 114           |
| Livermore       | 1,801                     | 59                              | 157                         | 535  | 457                             | 158                           | 54      | 76             | 105                  | 74   | 126           |
| Carmichael      | 1,235                     | 63                              | NA                          | 414  | 112                             | 110                           | 79      | 75             | 115                  | 106  | NA            |
| Cypress         | 819                       | 19                              | NA                          | 279  | 134                             | 100                           | 18      | 35             | 64                   | 34   | NA            |

SOURCE: Based on data from U.S. Bureau of the Census, Census of Retail Trade, 1972, Area Series: California, RC72-A-5, Washington D.C., U.S. Government Printing Office, 1974. pp. 5-142 and 5-143; Department of Finance, State of California, "Population Estimates of California Cities and Counties: January 1, 1973 and January 1, 1974." Sacramento, May 21, 1974; and Alameda County Planning Department, "Population of Alameda County, April 1, 1970, and Preliminary Estimates, Planning Units, Planning Areas and Cities January and July Each Year 1971 Through 1975," Hayward, April, 1975.

Table 15. PER CAPITA RETAIL SALES IN PLEASANTON AND OTHER CITIES OF APPROXIMATELY THE SAME POPULATION: 1972

|               | All Establishments | Building Materials | General Merchandise | Automobile Dealers | Gasoline Service | Food | Apparel | Furniture | Eating & Drinking | Drug | Miscellaneous |
|---------------|--------------------|--------------------|---------------------|--------------------|------------------|------|---------|-----------|-------------------|------|---------------|
| Pleasant Hill | 3,198              | 166                | 1,069               | 581                | 241              | 248  | 37      | 105       | 181               | 261  | 309           |
| Tustin        | 2,591              | 347                | 101                 | 919                | 65               | 298  | 99      | 132       | 247               | 129  | 254           |
| Petaluma      | 2,528              | 202                | 120                 | 728                | 541              | 195  | 152     | 95        | 155               | 130  | 210           |
| Antioch       | 2,196              | 68                 | NA                  | 518                | 625              | 137  | 109     | 41        | 175               | 70   | NA            |
| Novato        | 1,918              | 63                 | 61                  | 508                | 580              | 149  | 70      | 74        | 145               | 128  | 140           |
| Placentia     | 1,867              | 46                 | NA                  | 375                | 646              | 141  | 217     | 35        | 123               | 15   | NA            |
| Newark        | 1,243              | 78                 | 338                 | 447                | 23               | 124  | NA      | 21        | 68                | 51   | NA            |
| Seal Beach    | 1,174              | 32                 | NA                  | 371                | 24               | 169  | 143     | 23        | 162               | 57   | NA            |
| Pleasanton    | 941                | 45                 | NA                  | 391                | NA               | 127  | 29      | 27        | 116               | 55   | 66            |
| Saratoga      | 809                | 41                 | NA                  | 281                | 40               | 75   | 39      | 39        | NA                | NA   | 215           |

SOURCE: Based on data from U.S. Bureau of the Census, Census of Retail Trade, 1972, Area Series: California, RC72-A-5, Washington D.C., U.S. Government Printing Office, 1974, pp. 5-142 and 5-143; Department of Finance, State of California, "Population Estimates of California Cities and Counties: January 1, 1973 and January 1, 1974," Sacramento, May 31, 1974; and Alameda County Planning Department, "Population of Alameda County, April 1, 1970, and Preliminary Estimates, Planning Units, Planning Areas and Cities January and July Each Year 1971 Through 1975," Hayward, April, 1975.

ACPD/1976

TABLE 15A. TAXABLE SALES IN DUBLIN, LIVERMORE AND PLEASANTON: 1974

| Type of Business                   | Total of Three Places |  |                      |  |                       |  |         |  |                                      |
|------------------------------------|-----------------------|--|----------------------|--|-----------------------|--|---------|--|--------------------------------------|
|                                    | Dublin<br>\$1,000     | Percent<br>of<br>Three Places<br>Total | Livermore<br>\$1,000 | Percent<br>of<br>Three Places<br>Total | Pleasanton<br>\$1,000 | Percent<br>of<br>Three Places<br>Total | \$1,000 | Percent<br>of<br>Retail Store<br>Sales | Percent<br>of<br>All Outlet<br>Sales |
| Apparel Stores                     | 422                   | 8.4                                    | 3,121                | 62.3                                   | 1,464                 | 29.3                                   | 5,007   | 3.5                                    | 2.8                                  |
| General Merchandise<br>Stores      | 22,516                | 69.2                                   | 7,988                | 30.8                                   | NA <sup>1</sup>       |  | 32,518  | 22.5                                   | 18.5                                 |
| Drug Stores                        |                       |  | 2,014                |  | NA <sup>1</sup>       |  |         |  |                                      |
| Food Stores                        | 5,955                 | 25.5                                   | 8,557                | 47.5                                   | 4,459                 | 27.0                                   | 23,318  | 16.2                                   | 13.3                                 |
| Liquor Stores                      |                       |  | 2,516                |  | 1,831                 |  |         |  |                                      |
| Eating and Drinking<br>Places      | 4,565                 | 28.5                                   | 7,411                | 46.3                                   | 4,039                 | 25.2                                   | 16,015  | 11.1                                   | 9.1                                  |
| Home Furnishings and<br>Appliances | 1,615                 | 36.7                                   | 2,013                | 45.8                                   | 768                   | 17.5                                   | 4,396   | 3.0                                    | 2.5                                  |
| Building Materials                 | 5,109                 | 54.0                                   | 3,412                | 36.1                                   | 944                   | 9.9                                    | 9,465   | 6.6                                    | 5.4                                  |
| Auto Dealers                       | 9,853                 | 42.1                                   | 13,564               | 57.9                                   | NA <sup>1</sup>       |  | 23,417  | 16.2                                   | 13.3                                 |
| Service Stations                   | 4,889                 | 25.5                                   | 8,775                | 45.7                                   | 5,534                 | 28.8                                   | 19,198  | 13.3                                   | 10.9                                 |
| Other Retail Stores                | 1,739                 | 16.0                                   | 4,314                | 39.6                                   | 4,843 <sup>2</sup>    | 44.4                                   | 10,896  | 7.6                                    | 6.2                                  |
| Retail Store Totals                | 56,663                | 39.3                                   | 63,685               | 44.2                                   | 23,882                | 16.5                                   | 144,230 | 100.0                                  | 82.2                                 |
| All Other Outlets                  | 11,839                | 37.8                                   | 7,839                | 25.0                                   | 11,653                | 37.2                                   | 31,331  |  | 17.8                                 |
| Total All Outlets                  | 68,502                | 39.0                                   | 71,524               | 40.8                                   | 35,535                | 20.2                                   | 175,561 |  | 100.0                                |

<sup>1</sup>Sales have been included in "Other Retail Sales."

<sup>2</sup>Figure includes sale figures which are not available above.

SOURCE: Based on data from State of California, Board of Equalization, Special Tabulation of 1973 and 1974 Taxable Sales for Castro Valley as prepared for the Alameda County Planning Department. Sacramento, August, 1975; State of California, Board of Equalization, Special Tabulation of 1973 and 1974 Taxable Sales for Dublin as prepared for the Alameda County Planning Department. Sacramento, February, 1976; State of California, Board of Equalization, Taxable Sales in California (Sales and Use Tax During 1974: Fourteenth Annual Report. Sacramento, April 1975. Table 5, "Taxable Sales in the 240 Largest Cities, by Type of Business, 1974," p. 16, 20, 21, 22, 25, and 30.



TABLE 158. TAXABLE SALES IN DUBLIN AND CERTAIN OTHER COMMUNITIES, BY TYPE: 1974

| Type of Business                   | Albany  |                    | Castro Valley |                    | Dublin  |                    | Hayward |                    | Lafayette |                    | Livermore |                    | Pleasanton |                    | Walnut Creek |                    |
|------------------------------------|---------|--------------------|---------------|--------------------|---------|--------------------|---------|--------------------|-----------|--------------------|-----------|--------------------|------------|--------------------|--------------|--------------------|
|                                    | Permits | Sales<br>(\$1,000) | Permits       | Sales<br>(\$1,000) | Permits | Sales<br>(\$1,000) | Permits | Sales<br>(\$1,000) | Permits   | Sales<br>(\$1,000) | Permits   | Sales<br>(\$1,000) | Permits    | Sales<br>(\$1,000) | Permits      | Sales<br>(\$1,000) |
| Apparel Stores                     | 1       | NA <sup>1</sup>    | 13            | 1,659              | 10      | 422                | 70      | 21,442             | 10        | 1,419              | 19        | 3,121              | 15         | 1,464              | 51           | 12,764             |
| General Merchandise Stores         | 5       | 246                | 9             | 7,465              | 6       |                    | 26      | 81,834             | 4         | NA <sup>1</sup>    | 12        | 7,988              | 2          | NA <sup>1</sup>    | 20           | 34,839             |
| Drug Stores                        | 6       | 246                | 11            | 1,446              | 2       | 22,516             | 19      | 6,107              | 3         | NA <sup>1</sup>    | 9         | 2,014              | 4          | NA <sup>1</sup>    | 8            | 7,560              |
| Food Stores                        | 9       | 1,889              | 25            | 8,009              | 14      |                    | 60      | 17,643             | 10        | 4,482              | 19        | 8,557              | 10         | 4,459              | 29           | 19,741             |
| Liquor Stores                      | 6       | 1,304              | 13            | 2,953              | 3       | 5,955              | 25      | 5,988              | 5         | 1,583              | 8         | 2,516              | 8          | 1,831              | 11           | 3,593              |
| Eating and Drinking<br>Places      | 41      | 4,653              | 46            | 5,650              | 23      | 4,565              | 200     | 27,118             | 37        | 6,374              | 53        | 7,411              | 28         | 4,039              | 76           | 16,627             |
| Home Furnishings and<br>Appliances | 6       | 779                | 11            | 711                | 17      | 1,615              | 52      | 9,866              | 22        | 2,624              | 9         | 2,013              | 10         | 768                | 42           | 7,394              |
| Building Materials                 | 3       | NA <sup>1</sup>    | 17            | 2,688              | 5       | 5,109              | 23      | 15,505             | 9         | 3,367              | 13        | 3,412              | 5          | 944                | 18           | 4,682              |
| Auto Dealers                       | 9       | 8,747              | 7             | 1,840              | 16      | 9,853              | 66      | 61,207             | 5         | 5,419              | 17        | 13,564             | 2          | NA <sup>1</sup>    | 35           | 32,863             |
| Service Stations                   | 7       | 2,107              | 31            | 8,528              | 13      | 4,889              | 97      | 23,700             | 16        | 4,962              | 31        | 8,775              | 17         | 5,534              | 40           | 16,571             |
| Other Retail Stores                | 30      | 4,328 <sup>2</sup> | 34            | 2,077              | 21      | 1,739              | 175     | 35,986             | 49        | 9,793 <sup>2</sup> | 54        | 4,314              | 23         | 4,843 <sup>2</sup> | 123          | 18,420             |
| Retail Stores Totals               | 123     | 24,299             | 217           | 43,023             | 130     | 56,663             | 813     | 306,396            | 170       | 40,023             | 244       | 63,685             | 124        | 23,882             | 453          | 175,334            |
| All Other Outlets                  | 163     | 13,652             | 450           | 6,576              | 216     | 11,839             | 1,374   | 117,523            | 322       | 8,994              | 483       | 7,839              | 233        | 11,653             | 577          | 25,217             |
| Total All Outlets                  | 286     | 37,951             | 667           | 49,599             | 346     | 68,502             | 2,187   | 423,919            | 492       | 49,017             | 727       | 71,524             | 357        | 35,535             | 1,030        | 200,551            |

<sup>1</sup>The sales figure has been included in the sales of "Other Retail Stores".<sup>2</sup>The sales figure include the sales figures which are not available above.

SOURCE: Based on data from State of California, Board of Equalization, Special Tabulation of 1973 and 1974 Taxable Sales for Castro Valley as prepared for the Alameda County Planning Department. Sacramento, August, 1975; State of California, Board of Equalization, Special Tabulation of 1973 and 1974 Taxable Sales for Dublin as prepared for the Alameda County Planning Department. Sacramento, February, 1976; State of California, Board of Equalization, Taxable Sales in California (Sales and Use Tax) During 1974: Fourteenth Annual Report. Sacramento, April 1975. Table 5, "Taxable Sales in the 240 Largest Cities, by Type of Business, 1974," p. 16, 20, 21, 22, 25, and 30.

TABLE 15B. TAXABLE SALES IN DUBLIN AND CERTAIN OTHER COMMUNITIES, BY TYPE: 1974

| Type of Business                   | Albany  |                    | Castro Valley |                    | Dublin  |                    | Hayward |                    |
|------------------------------------|---------|--------------------|---------------|--------------------|---------|--------------------|---------|--------------------|
|                                    | Permits | Sales<br>(\$1,000) | Permits       | Sales<br>(\$1,000) | Permits | Sales<br>(\$1,000) | Permits | Sales<br>(\$1,000) |
| Apparel Stores                     | 1       | NA <sup>1</sup>    | 13            | 1,659              | 10      | 422                | 70      | 21,442             |
| General Merchandise Stores         | 5       | 246                | 9             | 7,465              | 6       |                    | 26      | 81,834             |
| Drug Stores                        | 6       | 246                | 11            | 1,446              | 2       | 22,516             | 19      | 6,107              |
| Food Stores                        | 9       | 1,889              | 25            | 8,009              | 14      |                    | 60      | 17,643             |
| Liquor Stores                      | 6       | 1,304              | 13            | 2,953              | 3       | 5,955              | 25      | 5,988              |
| Eating and Drinking<br>Places      | 41      | 4,653              | 46            | 5,650              | 23      | 4,565              | 200     | 27,118             |
| Home Furnishings and<br>Appliances | 6       | 779                | 11            | 711                | 17      | 1,615              | 52      | 9,866              |
| Building Materials                 | 3       | NA <sup>1</sup>    | 17            | 2,688              | 5       | 5,109              | 23      | 15,505             |
| Auto Dealers                       | 9       | 8,747              | 7             | 1,840              | 16      | 9,853              | 66      | 61,207             |
| Service Stations                   | 7       | 2,107              | 31            | 8,528              | 13      | 4,889              | 97      | 23,700             |
| Other Retail Stores                | 30      | 4,328 <sup>2</sup> | 34            | 2,077              | 21      | 1,739              | 175     | 35,986             |
| Retail Stores Totals               | 123     | 24,299             | 217           | 43,023             | 130     | 56,663             | 813     | 306,396            |
| All Other Outlets                  | 163     | 13,652             | 450           | 6,576              | 216     | 11,839             | 1,374   | 117,523            |
| Total All Outlets                  | 286     | 37,951             | 667           | 49,599             | 346     | 68,502             | 2,187   | 423,919            |

<sup>1</sup>The sales figure has been included in the sales of "Other Retail Stores".

<sup>2</sup>The sales figure include the sales figures which are not available above.

SOURCE: Based on data from State of California, Board of Equalization, Special Tabulation of 1973 and 1974 Taxable Sales for Castro Valley as prepared for the Alameda County Planning Department. Sacramento, August, 1975; State of California, Board of Equalization, Special Tabulation of 1973 and 1974 Taxable Sales for Dublin as prepared for the Alameda County Planning Department. Sacramento, February, 1976; State of California, Board of Equalization, Taxable Sales in California (Sales and Use Tax) During 1974: Fourteenth Annual Report. Sacramento, April 1975. Table 5, "Taxable Sales in the 240 Largest Cities, by Type of Business, 1974," p. 16, 20, 21, 22, 25, and 30.

TABLE 15B (con't)

| Type of Business                   | Layafette |                    | Livermore |                    | Pleasanton |                    | Walnut Creek |                    |
|------------------------------------|-----------|--------------------|-----------|--------------------|------------|--------------------|--------------|--------------------|
|                                    | Permits   | Sales<br>(\$1,000) | Permits   | Sales<br>(\$1,000) | Permits    | Sales<br>(\$1,000) | Permits      | Sales<br>(\$1,000) |
| Apparel Stores                     | 10        | 1,419              | 19        | 3,121              | 15         | 1,464              | 51           | 12,764             |
| General Merchandise Stores         | 4         | NA <sup>1</sup>    | 12        | 7,988              | 2          | NA <sup>1</sup>    | 20           | 34,839             |
| Drug Stores                        | 3         | NA <sup>1</sup>    | 9         | 2,014              | 4          | NA <sup>1</sup>    | 8            | 7,560              |
| Food Stores                        | 10        | 4,482              | 19        | 8,557              | 10         | 4,459              | 29           | 19,741             |
| Liquior Stores                     | 5         | 1,583              | 8         | 2,516              | 8          | 1,831              | 11           | 3,593              |
| Eating and Drinking<br>Places      | 37        | 6,374              | 53        | 7,411              | 28         | 4,039              | 76           | 16,887             |
| Home Furnishings and<br>Appliances | 22        | 2,624              | 9         | 2,013              | 10         | 768                | 42           | 7,394              |
| Building Materials                 | 9         | 3,367              | 13        | 3,412              | 5          | 944                | 18           | 4,682              |
| Auto Dealers                       | 5         | 5,419              | 17        | 13,564             | 2          | NA <sup>1</sup>    | 35           | 32,863             |
| Service Stations                   | 16        | 4,962              | 31        | 8,775              | 17         | 5,534              | 40           | 16,571             |
| Other Retail Stores                | 49        | 9,793 <sup>2</sup> | 54        | 4,314              | 23         | 4,843 <sup>2</sup> | 123          | 18,420             |
| Retail Stores Totals               | 170       | 40,023             | 244       | 63,685             | 124        | 23,882             | 453          | 175,334            |
| All Other Outlets                  | 322       | 8,994              | 483       | 7,839              | 233        | 11,653             | 577          | 25,217             |
| Total All Outlets                  | 492       | 49,017             | 727       | 71,524             | 357        | 35,535             | 1,030        | 200,551            |

<sup>1</sup>The sales figure has been included in the sales of "Other Retail Stores".

<sup>2</sup>The sales figure include the sales figures which are not available above.



TABLE 15C. PER CAPITIA TAXABLE SALES OF DUBLIN AND CERTAIN OTHER COMMUNITIES, BY TYPE: 1974

| Type of Business                | Albany           | Castro Valley | Dublin  | Hayward | Lafayette        | Livermore | Pleasanton       | Walnut Creek |
|---------------------------------|------------------|---------------|---------|---------|------------------|-----------|------------------|--------------|
| Apparel Stores                  | NA               | \$ 37         | \$ 27   | \$ 225  | \$ 68            | \$ 62     | \$ 46            | \$ 265       |
| General Merchandise Stores      | \$ 16            | 165           | 1,443   | 861     | NA               | 160       | NA               | 724          |
| Drug Stores                     | 16               | 32            |         | 64      | NA               | 40        | NA               | 157          |
| Food Stores                     | 123              | 177           | 382     | 186     | 215              | 171       | 142              | 410          |
| Liquor Stores                   | 85               | 65            |         | 63      | 76               | 50        | 58               | 75           |
| Eating and Drinking Places      | 304              | 125           | 293     | 285     | 306              | 148       | 128              | 351          |
| Home Furnishings and Appliances | 51               | 16            | 104     | 104     | 126              | 40        | 24               | 154          |
| Building Materials              | NA               | 59            | 328     | 163     | 162              | 68        | 30               | 97           |
| Auto Dealers                    | 572              | 41            | 632     | 644     | 261              | 271       | NA               | 683          |
| Service Stations                | 138              | 188           | 313     | 249     | 239              | 176       | 176              | 345          |
| Other Retail Stores             | 283 <sup>1</sup> | 46            | 111     | 378     | 471 <sup>1</sup> | 86        | 154 <sup>1</sup> | 383          |
| Retail Stores Totals            | 1,588            | 950           | 3,632   | 3,222   | 1,924            | 1,274     | 758              | 3,645        |
| All Other Outlets               | 892              | 145           | 759     | 1,236   | 432              | 157       | 370              | 524          |
| Total All Outlets               | \$2,480          | \$1,095       | \$4,391 | \$4,458 | \$2,357          | \$1,430   | \$1,128          | \$4,169      |

<sup>1</sup>The number includes the figures not available above.

SOURCE: Based on data from State of California, Board of Equalization, Special Tabulation of 1973 and 1974 Taxable Sales for Castro Valley as prepared for the Alameda County Planning Department. Sacramento, August, 1975; State of California, Board of Equalization, Special Tabulation of 1973 and 1974 Taxable Sales for Dublin as prepared for the Alameda County Planning Department. Sacramento, February, 1976; State of California, Board of Equalization, Taxable Sales in California (Sales and Use Tax) During 1974: Fourteenth Annual Report. Sacramento, April 1975. Table 5, "Taxable Sales in the 240 Largest Cities, by Type of Business, 1974," p. 16, 20, 21, 22, 25, and 30.

5. Manufacturing: 1,300 employees (1970)

The smallest percent increase in employment within the Livermore-Amador Valley Planning Unit during the 1960's was 62 percent in manufacturing. Although this rate of growth was much larger than the 6.2 percent in manufacturing in the San Francisco-Oakland SMSA as a whole, it was much smaller than the 103.9 percent rate of growth of the Planning Unit's total employment.

Manufacturers who have recently located within the Planning Unit are listed in Table 16. Aside from Intel and Kaiser Sand and Gravel, the largest manufacturing firms are the Hexcel Corporation which had 150 administrative workers in Dublin and 100 plant workers in Livermore as of December, 1973; Lox Equipment Company of Livermore which had 75 workers as of October, 1971; Pleasanton Cabinet Shop, Inc., which had 60 workers as of January, 1973; and Lone Star Industries of Pleasanton which had 51 workers as of January, 1973.

Table 16. LARGE MANUFACTURERS LOCATING IN LIVERMORE PLANNING UNIT: 1965-1973 (A PARTIAL LIST)

| Year located | Name of firm, city   | Square<br>feet of<br>building<br>space | Initial<br>investment | New<br>Jobs | Type of product<br>manufactured                                     |
|--------------|--|--|-----------------------|-------------|---|
| 1969         | Kaiser Sand and Gravel Company,<br>Pleasanton                  | NA                                     | \$ 116,000            | 164         | "Kilite" lightweight aggregate, readymix concrete, asphalt concrete |
| 1969         | Unimark Corporation, Livermore                                 | 5,000                                  | 1,800,000             | 10          | Electrostatic printing equipment and industrial marking equipment   |
| 1970         | Systron-Donner Corporation, Security Services Division, Dublin | 24,000                                 | 450,000               | 60          | Electronic intrusion devices, alarm communication systems           |
| 1970         | Western Electric Company, Dublin <sup>a</sup>                  | 240,000                                | 3,000,000             | 600         | Telephone parts, switching components                               |
| 1971         | Villa Armando Winery, Pleasanton                               | NA                                     | 50,658                | NA          | Wines   |
| 1971         | Kaufman and Broad Industries, Livermore                        | 140,000                                | 500,000               | 50          | Pre-fabricated homes, wood  |
| 1972         | Intel Corporation, Livermore                                   | 20,000                                 | 650,000               | 200         | Electronic equipment  |
| 1972         | Blair Foods, Inc., Livermore                                   | 3,700                                  | 100,000               | 11          | Food products   |

<sup>a</sup>Western Electric announced in July 1975 the closing of this operation.

NOTE: Figures have been adjusted from those listed in sources in cases where the Alameda County Planning Department have more current information.

SOURCES: Based on data from Growth West, Alameda County New Industries Committee, Oakland Chamber of Commerce;

Livermore Chamber of Commerce;

Pleasanton Chamber of Commerce.

ACPD/1976

## ECONOMIC CHARACTERISTICS OF RESIDENTS

EMPLOYMENTLabor Force Participation

The proportion of the total population of the Livermore-Amador Valley Planning Unit employed at mid-decade was approximately 34 percent. See Table 16A.

Livermore, Pleasanton, and Dublin all have low levels of participation of women in the labor force, significantly lower than either Fremont, Newark, and Union City in the Washington Planning Unit, or Castro Valley, Hayward, and San Leandro in the Eden Planning Unit. Alamo-Danville, San Ramon, and Walnut Creek in the area just north of the Planning Unit have a similar low proportion of women in the labor force. The reasons for the low participation might be high family income, the large number of young children in the population, or a lack of accessible jobs.

Industries of Employed Residents

In 1970 the three industrial sectors in which the largest percentages of residents of the Livermore-Amador Valley Planning Unit were employed were services, with 39.4 percent of the employed residents, retail trade, with 14.5 percent, and manufacturing with 14.0 percent.

The percentages of Livermore-Amador Valley Planning Unit residents who were employed in the services and construction were higher than the percentages in any other Planning Unit. On the other hand, the share of the Planning Unit's residents who worked in manufacturing firms was lower than that of any other Planning Unit. Approximately two-thirds of the 14.0 percent of the working population who were employed in the manufacturing sector were engaged in the manufacture of durable goods.

The Livermore-Amador Valley Planning Unit's resident workforce was more similar to the Central Metropolitan Planning Unit's resident workforce than it was to that of any other Planning Unit. The percentages of employed residents in these two Planning Units who were employed in manufacturing, wholesale trade, and retail trade were almost exactly the same, while in transportation and services the percentages were strikingly similar. These five industrial categories accounted for 75.7 percent of the Livermore-Amador Valley Planning Units residents' employment, while in the Central Metropolitan Planning Unit they provided 73.3 of the resident workforce with jobs.

Overall, the number of employed residents in the Livermore-Amador Valley almost tripled from 1960 to 1970, increasing from 9,417 to 26,609. As was the case for both Alameda County and the San Francisco-Oakland SMSA, the largest increase in employment for Livermore-Amador Valley residents was in the services sector. Of the total increase of 17,192 jobs, 6,062 occurred within services. Yet despite the large increase, the proportion of people in the Valley employed in services shrank somewhat in the 1960's. In 1960, this sector provided 47.2 percent of the employment for residents of the Planning Unit, while in 1970 it supplied a means of livelihood for 39.4 percent of the residents. The reason for the lessened proportion of employment in services was the higher rate of growth of other industrial sectors, the most obvious case being wholesale trade, which increased its employment in 1970 to over twelve times its 1960 figure. Even manufacturing employment, which grew at the relatively modest rate of 6.2 percent in the San Francisco-Oakland SMSA between 1960 and 1970, almost quadrupled in size.



Table 16A. EMPLOYMENT OF RESIDENTS OF LIVERMORE-AMADOR VALLEY PLANNING UNIT; NOVEMBER 1974 - MAY 1976.

| <u>Area</u>                | <u>Population</u> | <u>Employed</u> | <u>Employed As<br/>Percent of Population</u> |
|----------------------------|-------------------|-----------------|--|
| Livermore <sup>1</sup>     | 48,359            | 16,723          | 34.6   |
| Pleasanton <sup>2</sup>    | 31,667            | 10,524          | 33.2   |
| Dublin <sup>3</sup>        | 14,244            | 5,258           | 36.9   |
| Other <sup>4</sup>         | 6,606             | 1,784           | 27.0   |
| Planning Unit <sup>5</sup> | 100,876           | 34,289          | 34.0   |

---

<sup>1</sup>Special Census, November 1974.

<sup>2</sup>Special Census, May 1975.

<sup>3</sup>Special Census, May 1976.

<sup>4</sup>Special Census, May 1976. Area represents part of following Census Tracts: 4501, 4506, 4507, 4511, 4512, 4513, 4514, 4515, 4516, 4517.

<sup>5</sup>Since different periods are represented, this total is only for the purpose of analysis.

Table 17. LABOR FORCE PARTICIPATION OF MEN AND WOMEN 16 YEARS OF AGE AND OLDER IN LIVERMORE, PLEASANTON, DUBLIN AND CERTAIN OTHER PLACES: 1970

| Area or place                             | Men    |         | Women  |         |
|---|--------|---------|--------|---------|
|   | Number | Percent | Number | Percent |
| <u>Livermore-Amador Valley</u>            |        |         |        |         |
| Dublin                                    | 3,401  | 91.3    | 1,340  | 35.1    |
| Livermore                                 | 9,854  | 85.9    | 4,331  | 36.2    |
| Pleasanton                                | 4,747  | 87.7    | 2,027  | 36.4    |
| <u>Washington Planning Unit</u>           |        |         |        |         |
| Fremont                                   | 26,141 | 86.0    | 13,033 | 41.4    |
| Newark                                    | 6,704  | 88.0    | 3,182  | 40.4    |
| Union City                                | 3,722  | 84.9    | 1,937  | 41.4    |
| <u>Eden Planning Unit</u>                 |        |         |        |         |
| Castro Valley                             | 12,996 | 82.5    | 7,720  | 45.4    |
| Hayward                                   | 25,374 | 83.1    | 14,234 | 44.0    |
| San Leandro                               | 19,685 | 80.0    | 11,660 | 42.6    |
| <u>Central Metropolitan Planning Unit</u> |        |         |        |         |
| Alameda                                   | 23,800 | 85.7    | 11,222 | 44.5    |
| Berkeley                                  | 30,780 | 66.1    | 24,539 | 50.0    |
| Oakland                                   | 94,106 | 73.0    | 62,832 | 43.6    |
| Piedmont                                  | 2,786  | 75.9    | 1,293  | 29.2    |
| <u>San Ramon Valley</u>                   |        |         |        |         |
| Alamo-Danville                            | 3,887  | 85.2    | 1,911  | 39.6    |
| San Ramon                                 | 1,070  | 89.8    | 465    | 38.9    |
| Walnut Creek                              | 9,878  | 75.0    | 4,848  | 31.5    |
| <u>Central Valley</u>                     |        |         |        |         |
| Modesto                                   | 14,943 | 75.6    | 9,526  | 41.7    |
| Stockton                                  | 25,897 | 70.7    | 15,656 | 39.1    |
| Tracy                                     | 3,728  | 78.6    | 2,134  | 39.9    |

SOURCE: Based on data from U.S. Bureau of the Census, Census of Population: 1970, General Social and Economic Characteristics, California, Final Report PC(1)-C6, Washington, D.C., U.S. Government Printing Office, 1972, pp. 6-503 - 6-508, 6-803, 6-807, 6-810, 6-813, 6-815, 6-819, 6-820, and 6-1006.

### Occupations of Employed Residents

Just over one-fourth of the employed residents in the Livermore-Amador Valley Planning Unit belonged to the professional, technical, and kindred worker category in 1970. This represented the highest percentage of residents working in this category of any of the Planning Unit. Clerical and kindred workers were the second largest group in the resident workforce with 15.8 percent of the employed residents, although the Livermore-Amador Valley had the lowest percentage of workers in this category of the four Planning Units. The third and fourth largest occupational categories were craftsmen, foremen, and kindred workers, with 14.5 percent of the workforce, and managers and administrators, with 10.9 percent. The percentage of managers and administrators was higher than that of the other Planning Units.

There was little shift in the occupational groups of Valley residents between 1960 and 1970. Sales workers, clerical and kindred workers, and service workers increased slightly, and the proportion of professional, technical, and kindred workers, laborers, and farm workers decreased somewhat. In both years, the occupational distribution of residents showed a high proportion of professional, technical, and kindred workers and managers and administrators, and a low proportion of sales workers and clerical and kindred workers.

### INCOME

Of places in five areas around the Livermore-Amador Valley that were compared in median family income and median income of families and unrelated individuals to the three centers of population in the Valley, the three places, Livermore, Pleasanton, and Dublin averaged the second highest income level. The one area that had a higher income level was San Ramon Valley and Walnut Creek just to the north. The places in the Livermore-Amador Valley averaged a somewhat higher income levels than the average of places in both the Washington and Eden Planning Units, and were even further above income level of places in the Central Metropolitan Planning Unit and of places in the Central Valley. See Table 22.

Table 13. EMPLOYMENT OF LIVERMORE-AMADOR VALLEY PLANNING UNIT RESIDENTS BY INDUSTRY: 1960 AND 1970

| Industry  | 1960 <sup>1</sup>  |         | 1970 <sup>2</sup> |         |
|---|--------------------|---------|-------------------|---------|
|   | Number             | Percent | Number            | Percent |
| Total   | 9,417              | 100.0   | 26,609            | 100.0   |
| Construction                                    | 537                | 5.7     | 1,916             | 7.2     |
| Manufacturing                                   | 996                | 10.6    | 3,707             | 14.0    |
| Transportation                                  | 98                 | 1.0     | 940               | 3.5     |
| Communications, utilities and sanitary services | 114                | 1.2     | 831               | 3.1     |
| Wholesale trade                                 | 87                 | 0.9     | 1,149             | 4.3     |
| Retail trade                                    | 999                | 10.6    | 3,855             | 14.5    |
| Finance, insurance and real estate              | NA                 | NA      | 1,035             | 3.9     |
| Services  | 4,442              | 47.2    | 10,486            | 39.4    |
| Business and repair services                    | 2,043              | 21.7    | 2,307             | 8.7     |
| Personal services                               | 359                | 3.8     | 813               | 3.1     |
| Health services                                 | 495 <sup>3</sup>   | 5.3     | 1,477             | 5.6     |
| Educational services                            | 494                | 5.2     | 2,482             | 9.3     |
| Other professional and related services         | 1,051 <sup>4</sup> | 11.2    | 3,289             | 12.7    |
| Public administration                           | 376                | 4.0     | 1,580             | 5.9     |
| Other industries                                | 1,768 <sup>5</sup> | 18.8    | 1,128             | 4.2     |

<sup>1</sup> Persons 14 years and older.

<sup>2</sup> Persons 16 years and older. Fourteen and fifteen-year olds in 1960 constituted less than one percent of the employed population of Alameda County.

<sup>3</sup> 1960 Health Services category includes only hospital services.

<sup>4</sup> Health Services other than hospital services were included in "Other Professional and Related Services" category in 1960.

<sup>5</sup> Finance, insurance and Real Estate was included in the "Other Industries" category in 1960.

SOURCE: Based on data from the U.S. Bureau of the Census, U.S. Censuses of Population and Housing: 1960, Census Tracts, San Francisco-Oakland, California Standard Metropolitan Statistical Area, Final Report PHC(1) - 137, U.S. Government Printing Office, Washington, D.C., 1961, Table P-3, "Labor Force Characteristics of the Population by Census Tract: 1960," p. 217 and; U.S. Bureau of the Census, Census of Population and Housing: 1970, Census Tracts, San Francisco-Oakland, California Standard Metropolitan Statistical Area, Final Report PHC(1) - 189, U.S. Government Printing Office, Washington, D.C., 1972, Table P-3, "Labor Force Characteristics of the Population: 1970," p. 45, 168, and 169.



Table 19. CHANGE IN EMPLOYMENT OF LIVERMORE-AMADOR VALLEY PLANNING UNIT  
RESIDENTS BY INDUSTRY: 1960 - 1970

| Industry  | 1960 <sup>1</sup> | 1970 <sup>2</sup> | Change<br>1960-1970 | Average annual<br>percent change |
|---|-------------------|-------------------|---------------------|----------------------------------|
| Total   | 9,417             | 26,609            | 17,192              | 10.9                             |
| Construction  | 537               | 1,916             | 1,379               | 13.5                             |
| Manufacturing   | 996               | 3,707             | 2,711               | 14.0                             |
| Transportation  | 98                | 940               | 842                 | 25.4                             |
| Communications, utilities,<br>and sanitary services                         | 114               | 831               | 717                 | 21.9                             |
| Wholesale trade   | 87                | 1,149             | 1,062               | 29.5                             |
| Retail trade  | 999               | 3,855             | 2,856               | 14.4                             |
| Services  | 4,442             | 10,468            | 6,026               | 8.9                              |
| Business and repair services  | 2,043             | 2,307             | 264                 | 1.2                              |
| Personal services   | 359               | 813               | 454                 | 8.5                              |
| Educational services  | 494               | 2,482             | 1,988               | 17.5                             |
| Other professional and<br>related services (includ-<br>ing health services) | 1,546             | 4,866             | 3,320               | 12.4                             |
| Public administration   | 376               | 1,580             | 1,204               | 15.4                             |
| Other industries <sup>3</sup>   | 1,768             | 2,163             | 395                 | 2.0                              |

<sup>1</sup> Persons 14 years and older. Fourteen and fifteen year olds in 1960 constituted less than one percent of the employed population at Alameda County.

<sup>2</sup> Person 16 years and older.

<sup>3</sup> Finance, insurance, and real estate was included in the "other industries" category for both 1960 and 1970.

SOURCE: Based on data from the U.S. Bureau of the Census, U.S. Censuses of Population and Housing: 1960, Census Tracts, San Francisco-Oakland, California Standard Metropolitan Statistical Area, Final Report PHC(1)-137, U.S. Government Printing Office, Washington, D.C., 1961, Table P-3, "Labor Force Characteristics of the Population by Census Tract: 1960," p. 217 and; U.S. Bureau of the Census, Census of Population and Housing: 1970, Census Tracts, San Francisco-Oakland, California Standard Metropolitan Statistical Area, Final Report PHC(1)-189, Government Printing Office, Washington, D.C., 1972, Table P-3, "Labor Force Characteristics of the Population: 1970," p. 145, 168, and 169.

Table 20. EMPLOYMENT OF LIVERMORE-AMADOR VALLEY PLANNING UNIT RESIDENTS  
BY OCCUPATION: 1960 AND 1970

|   | 1960 <sup>1</sup>  |         | 1970 <sup>2</sup>  |         |
|---|--------------------|---------|--------------------|---------|
|   | Number             | Percent | Number             | Percent |
| Total   | 9,417 <sup>3</sup> | 100.0   | 26,609             | 100.0   |
| Professional, technical, and<br>kindred workers | 2,580              | 27.4    | 6,879              | 25.8    |
| Managers and administrators                     | 1,049 <sup>4</sup> | 11.1    | 2,900 <sup>5</sup> | 10.9    |
| Sales workers                                   | 437                | 4.6     | 2,077              | 7.8     |
| Clerical and kindred workers                    | 1,362              | 14.5    | 4,198              | 15.8    |
| Craftsmen, foremen, and<br>kindred workers      | 1,495              | 15.9    | 3,866              | 14.5    |
| Operatives, except transport                    | 780                | 8.3     | 1,369              | 5.1     |
| Transport equipment operatives                  |                    |         | 974                | 3.7     |
| Laborers  | 727 <sup>6</sup>   | 7.7     | 999                | 3.8     |
| Farm Workers                                    | NA <sup>7</sup>    | NA      | 312                | 1.2     |
| Service Workers                                 | 821                | 8.7     | 2,776              | 10.4    |
| Private household workers                       | 166                | 1.8     | 259                | 1.0     |

<sup>1</sup>Persons 14 years and older.

<sup>2</sup>Persons 16 years and older. In 1960 14 and 15 year olds constitute less than one percent of the employed population of Alameda County.

<sup>3</sup>Total in 1960 includes 606 employed persons who did not report their occupation. This number was distributed proportionately to each category.

<sup>4</sup>Including farm managers.

<sup>5</sup>Not including farm managers.

<sup>6</sup>Not including mine workers.

<sup>7</sup>Farm workers are included in laborers category.

SOURCE: Based on data from the U.S. Bureau of the Census, U.S. Censuses of Population and Housing: 1960, Census Tracts, San Francisco-Oakland, California Standard Metropolitan Statistical Area, Final Report PHC(1) - 137, U.S. Government Printing Office, Washington, D.C., 1961, Table P-3, "Labor Force Characteristics of the Population by Census Tract: 1960," p. 217 and; U.S. Bureau of the Census, Census of Population and Housing: 1970, Census Tracts, San Francisco-Oakland, California Standard Metropolitan Statistical Area, Final Report PHC(1)-189, U.S. Government Printing Office, Washington, D.C., 1972, Table P-3, "Labor Force Characteristics of the Population: 1970," p. 145, 168, and 169.

Table 21. CHANGE IN EMPLOYMENT OF LIVERMORE-AMADOR VALLEY PLANNING UNIT  
RESIDENT BY OCCUPATION: 1960 AND 1970

| Occupation                                      | 1960 <sup>1</sup>  | 1970 <sup>2</sup>  | Number | Change 1960-1970                 |
|---|--------------------|--------------------|--------|----------------------------------|
|   |                    |                    |        | Average annual<br>percent change |
| Total   | 9,417 <sup>3</sup> | 26,609             | 17,192 | 10.9                             |
| Professional, technical, and<br>kindred workers | 2,580              | 6,879              | 4,299  | 10.3                             |
| Managers and administrators                     | 1,049 <sup>4</sup> | 2,900 <sup>5</sup> | 1,851  | 10.7                             |
| Sales workers                                   | 437                | 2,077              | 1,640  | 16.9                             |
| Clerical and kindred workers                    | 1,362              | 4,198              | 2,836  | 11.9                             |
| Craftsmen, foremen, and<br>kindred workers      | 1,495              | 3,866              | 2,371  | 10.0                             |
| Operatives                                      | 780                | 2,343              | 1,563  | 11.6                             |
| Laborers and farm workers                       | 727 <sup>6</sup>   | 1,311              | 584    | 6.1                              |
| Service workers                                 | 821                | 2,776              | 1,955  | 12.9                             |
| Private household workers                       | 166                | 259                | 93     | 4.6                              |

<sup>1</sup>Persons 14 years and older.

<sup>2</sup>Persons 16 years and older. In 1960 14 and 15 year olds constitute less than one percent of the employed population of Alameda County.

<sup>3</sup>Total in 1960 includes 606 employed persons who did not report their occupation. This number was distributed proportionately to each category.

<sup>4</sup>Including farm managers.

<sup>5</sup>Not including farm managers.

<sup>6</sup>Not including mine workers.

<sup>7</sup>Farm workers are included in laborers category.

SOURCE: Based on data from the U.S. Bureau of the Census, U.S. Censuses of Population and Housing: 1960, Census Tracts, San Francisco-Oakland, California Standard Metropolitan Statistical Area, Final Report PHC(1) - 137, U.S. Government Printing Office, Washington, D.C., 1961, Table P-3, "Labor Force Characteristics of the Population by Census Tract: 1960," p. 217 and; U.S. Bureau of the Census, Census of Population and Housing: 1970. Census Tracts, San Francisco-Oakland, California Standard Metropolitan Statistical Area, Final Report PHC(1)-189, U.S. Government Printing Office, Washington, D.C., 1972, Table P-3, "Labor Force Characteristics of the Population: 1970," p. 145, 168, and 169.

Table 22. MEDIAN FAMILY INCOME, AND MEDIAN FAMILY AND UNRELATED INDIVIDUAL INCOME OF PLACES IN AND AROUND THE LIVERMORE-AMADOR VALLEY PLANNING UNIT: 1970

| Place (Population)                 | Median family<br>Income | Median income<br>of families and<br>Unrelated individuals |
|------------------------------------|-------------------------|---|
| San Ramon Valley                   |                         |   |
| Alamo-Danville (14,059)            | \$17,586                | \$16,168  |
| Walnut Creek (39,844)              | 14,647                  | 12,375  |
| San Ramon (4,084)                  | 14,408                  | 14,406  |
| Livermore-Amador Valley            |                         |   |
| Pleasanton (18,328)                | 14,466                  | 13,743  |
| Dublin (13,641)                    | 12,782                  | 12,533  |
| Livermore (37,703)                 | 12,440                  | 11,600  |
| Washington Planning Unit           |                         |   |
| Fremont (100,869)                  | 12,659                  | 11,933  |
| Newark (27,153)                    | 12,114                  | 11,758  |
| Union City (14,724)                | 11,320                  | 10,710  |
| Eden Planning Unit                 |                         |   |
| Castro Valley (44,760)             | 12,981                  | 11,706  |
| San Leandro (68,698)               | 11,938                  | 10,537  |
| Hayward (93,058)                   | 11,099                  | 9,868   |
| Central Metropolitan Planning Unit |                         |   |
| Alameda (70,968)                   | 10,674                  | 6,973   |
| Berkeley (116,716)                 | 9,987                   | 4,259   |
| Oakland (361,561)                  | 9,626                   | 6,787   |
| Central Valley                     |                         |   |
| Modesto (61,712)                   | 10,274                  | 8,510   |
| Tracy (12,724)                     | 9,865                   | 8,571   |
| Stockton (107,644)                 | \$ 9,533                | \$ 6,706  |

SOURCE: Based on data from U.S. Bureau of the Census, Census of Population: 1970. General Social and Economic Characteristics. California. Final Report PC(1)-C6. U.S. Government Printing Office, Washington, D.C., 1972. pp. 6-567 - 6-572, 6-860, 6-862, 6-864, 6-865, 6-870, 6-872, 6-876, and 6-877.



## COMMUTING PATTERNS

In 1960, the Livermore-Amador Valley had 10,300 jobs and 9,400 employed residents which resulted in a surplus of about 900 jobs. In 1970, the Valley had 21,100 jobs, and 26,600 employed residents which meant a deficit of 5,500 jobs. These figures indicate clearly the growing attachment to the bayside cities as well as area to the north in the San Ramon Valley. In decade of the 1960's the valley became to a great degree a bedroom community.

Figures from the special censuses in Livermore in November 1974, in Pleasanton in May 1975, and in the unincorporated county in May 1976, indicate that 50 percent of the employed population works in the Livermore-Amador Valley. However, there is a marked difference between the proportion of people who work within the Livermore-Amador Valley in Livermore and in Pleasanton. In Livermore, 66 percent of the employed persons worked in the Valley, while only 38 percent in Pleasanton did. The difference between Livermore and Pleasanton is probably accounted for by two factors. The first is the dominance of the Lawrence Livermore Laboratory in Livermore. Approximately 5,600 people work at the Laboratory, of which 3,200, or 56 percent, live in Livermore. The other factor is that Pleasanton is closer than Livermore to the bayside cities with their numerous and varied employment opportunities.

The figures from the two city special censuses also show that there is a significant difference between the place of employment of primary and secondary household wage earners. In Livermore, 61 percent of the primary wage earners worked in the Valley while 78 percent of the secondary wage earners did. The difference is even greater in Pleasanton where only 29 percent of the primary wage earners worked in the Valley and 58 percent of the secondary wage earners did.

There is not only a great deal of commuting out of the Valley to the jobs but also a great deal of commuting of residents outside the Valley to jobs in the Valley.

Of the 26,609 employed residents in 1970, approximately 12,600, or 47 percent, commuted outside the Valley to jobs, and 14,000, or 53 percent, worked at jobs in the Valley. Since there were roughly 21,100 jobs located in the Planning Unit, the indication is that about 7,100 people commuted from outside the Valley into the Valley.

The information in Tables 27 and 28 shows, in a limited way, the mismatch by industry between jobs in the Valley and employed Valley residents. Both in 1960 and 1970, only in services and government did the Valley offer more jobs than there were residents employed in the sectors. In construction, in manufacturing, in transportation, communications and utilities, in wholesale and retail trade, and in finance, insurance, and real estate, there were many more people employed in each industry than there were jobs.

Table 23. EMPLOYMENT LOCATIONS OF RESIDENTS OF LIVERMORE IN NOVEMBER 1974  
AND PLEASANTON IN MAY 1975

| Location and type<br>of income earner<br>(Total households) <sup>1</sup> | Area in which income earner works |              |              | Total in<br>the Valley | Total out of<br>the Valley |
|--|-----------------------------------|--------------|--------------|------------------------|----------------------------|
|  | Livermore                         | Pleasanton   | Dublin       |                        |                            |
| Livermore<br>Primary Earner <sup>2</sup><br>(11,910)                     | 6,039                             | 680          | 577          | 7,296                  | 4,614                      |
| Livermore<br>Secondary Earner <sup>2</sup><br>(4,813)                    | 2,988                             | 305          | 448          | 3,741                  | 1,072                      |
| Livermore Total <sup>2</sup><br>(16,723)                                 | <u>9,027</u>                      | <u>985</u>   | <u>1,025</u> | <u>11,037</u>          | <u>5,686</u>               |
| Pleasanton<br>Primary Earner <sup>3</sup><br>(7,370)                     | 541                               | 1,138        | 469          | 2,148                  | 5,222                      |
| Pleasanton<br>Secondary Earner <sup>3</sup><br>(3,154)                   | 319                               | 1,023        | 495          | 1,837                  | 1,317                      |
| Pleasanton Total <sup>3</sup><br>(10,524)                                | <u>860</u>                        | <u>2,161</u> | <u>964</u>   | <u>3,985</u>           | <u>6,539</u>               |
| Total of Livermore<br>and Pleasanton <sup>4</sup><br>(27,247)            | <u>9,887</u>                      | <u>3,146</u> | <u>1,989</u> | <u>15,022</u>          | <u>12,225</u>              |

<sup>1</sup>Total households - This figure includes all those households which responded to the relevant question and which had someone employed in the category.

<sup>2</sup>Data from City of Livermore special census of November 1974 conducted by the Department of Finance, State of California. "Primary" refers to principle income earner in households. "Secondary" refers to secondary income earners in households.

<sup>3</sup>Data from City of Pleasanton special census of May 1975 conducted by the Department of Finance, State of California. "Primary" and "Secondary" defined as in note 2 above.

<sup>4</sup>See notes 2 and 3 above.

Table 24. EMPLOYMENT LOCATIONS OF RESIDENTS IN PERCENT OF LIVERMORE IN NOVEMBER 1974 AND PLEASANTON IN MAY 1975

| Location and type<br>of income earner<br>(Total households) <sup>1</sup> | Area in which income earner works |            |        |                        | Total out of<br>the Valley |
|--|-----------------------------------|------------|--------|------------------------|----------------------------|
|  | Livermore                         | Pleasanton | Dublin | Total in<br>the Valley |                            |
| Livermore<br>Primary Earner <sup>2</sup><br>(11,910)                     | 50.7                              | 5.7        | 4.8    | 61.3                   | 38.7                       |
| Livermore<br>Secondary Earner <sup>2</sup><br>(4,813)                    | 62.1                              | 6.3        | 9.3    | 77.7                   | 22.3                       |
| Livermore Total <sup>2</sup><br>(16,723)                                 | 54.0                              | 5.9        | 6.1    | 66.0                   | 34.0                       |
| Pleasanton<br>Primary Earner <sup>3</sup><br>(7,370)                     | 7.3                               | 15.4       | 6.4    | 29.1                   | 70.9                       |
| Pleasanton<br>Secondary Earner <sup>3</sup><br>(3,154)                   | 10.1                              | 32.4       | 15.7   | 58.2                   | 41.8                       |
| Pleasanton Total <sup>3</sup><br>(10,524)                                | 8.2                               | 20.5       | 9.2    | 37.9                   | 62.1                       |
| Total of Livermore<br>and Pleasanton<br>(27,247)                         | 36.3                              | 11.5       | 7.3    | 55.1                   | 44.9                       |

<sup>1</sup>Total households - This figure includes all those households which responded to the relevant question and which had someone employed in the category.

<sup>2</sup>Data from City of Livermore special census of November 1974 conducted by the Department of Finance, State of California. "Primary" refers to principle income earner in household. "Secondary" refers to secondary income earners in households.

<sup>3</sup>Data from City of Pleasanton special census of May 1975 conducted the Department of Finance, State of California. "Primary" and "Secondary" defined as in noted 2 above.

<sup>4</sup>See notes 2 and 3 above.

Table 25. PLACE OF WORK OF RESIDENTS OF COMMUNITIES IN LIVERMORE-AMADOR VALLEY PLANNING UNIT; NOVEMBER 1974 - MAY 1976.

| Area                       | Employed Residents | Place of Work |                |
|----------------------------|--------------------|---------------|----------------|
|                            |                    | In Valley     | Outside Valley |
| Livermore <sup>1</sup>     | 16,723             | 11,037        | 5,686          |
| Pleasanton <sup>2</sup>    | 10,524             | 3,985         | 6,539          |
| Dublin <sup>3</sup>        | 5,258              | 1,456         | 3,802          |
| Other <sup>4</sup>         | 1,784              | 1,133         | 651            |
| Planning Unit <sup>5</sup> | 34,289             | 17,611        | 16,678         |

| Percent Distribution |       |      |      |
|----------------------|-------|------|------|
| Livermore            | 100.0 | 66.0 | 34.0 |
| Pleasanton           | 100.0 | 37.9 | 62.1 |
| Dublin               | 100.0 | 27.7 | 72.3 |
| Other                | 100.0 | 63.5 | 36.5 |
| Planning Unit        | 100.0 | 51.4 | 48.6 |

1. Special Census, November 1974.
2. Special Census, May 1975.
3. Special Census, May 1976.
4. Special Census, May 1976. Area represents part of following Census Tracts: 4501, 4506, 4507, 4511, 4512, 4513, 4514, 4515, 4516, 4517.
5. Since different periods are represented, this total is only for the purpose of analysis.



Table 26. JOBS IN THE LIVERMORE-AMADOR VALLEY AND EMPLOYED VALLEY RESIDENTS:  
1960 AND 1970

|      | Jobs in the<br>valley | Employed valley<br>residents | Difference |
|------|-----------------------|------------------------------|------------|
| 1960 | 10,300                | 9,417 <sup>1</sup>           | 883        |
| 1970 | 21,100                | 26,609 <sup>2</sup>          | - 5,509    |

<sup>1</sup> Includes persons 14 years and older.

<sup>2</sup> Includes persons 16 years and older. In 1960 14 and 15 year olds constituted less than one percent of the employed population of Alameda County.

SOURCES: U.S. Bureau of the Census, Censuses of Population and Housing: 1960, Census Tracts, San Francisco-Oakland, California Standard Metropolitan Statistical Area, Final Report PHC(1)-137, U.S. Government Printing Office, Washington, D.C., 1961; U.S. Bureau of the Census, Census of Population and Housing: 1970, Census Tracts, San Francisco-Oakland, California Standard Metropolitan Statistical Area, Final Report PHC(1)-189, U.S. Government Printing Office, Washington, D.C., 1972; and State of California, Department of Human Resources Development, Research and Statistical Division, Community Labor Market Surveys, September 1960 and September 1970.

Table 27. EMPLOYMENT OF RESIDENTS OF THE LIVERMORE-AMADOR VALLEY PLANNING UNIT AND IN THE LIVERMORE COMMUNITY LABOR MARKET BY INDUSTRY: 1960

| Industry   | Residents <sup>1</sup> |         | Labor Market <sup>2</sup> |         |
|--|------------------------|---------|---------------------------|---------|
|  | Number                 | Percent | Number                    | Percent |
| Total  | 9,400                  | 100.0   | 10,300                    | 100.0   |
| Construction                                     | 500                    | 5.3     | 200                       | 1.9     |
| Manufacturing                                    | 1,000                  | 10.6    | 800                       | 7.8     |
| Transportation, communications,<br>and utilities | 200                    | 2.1     | 200                       | 1.9     |
| Wholesale and retail trade                       | 1,100                  | NA      | 800                       | 7.8     |
| Finance, insurance, and<br>real estate           | NA                     | NA      | 100                       | 1.0     |
| Services and government                          | 4,800                  | 51.1    | 7,400                     | 71.8    |
| Other  | 1,800                  | 19.2    | 800                       | 7.8     |

<sup>1</sup> Includes person 14 years and older. Numbers are rounded to the nearest hundred.

<sup>2</sup> Represents all civilian employment for Livermore and Pleasanton Census Divisions in July 1960.

SOURCE: Derived from U.S. Bureau of the Census, U.S. Censuses of Population and Housing: 1960, Census Tracts, San Francisco-Oakland, California, Standard Metropolitan Statistical Area, Final Report PHC(1)-137, U.S. Government Printing Office, Washington, D.C., 1961, Table P-3, "Labor Force Characteristics of the Population by Census Tract: 1960," p. 217 and; State of California, Department of Human Resources Development, Research and Statistics Division, Community Labor Market Surveys, September 1960.

Table 23. EMPLOYMENT OF RESIDENTS OF THE LIVERMORE-AMADOR VALLEY PLANNING UNIT AND IN THE LIVERMORE COMMUNITY LABOR MARKET BY INDUSTRY: 1970

| Industry   | Residents <sup>1</sup> |         | Labor Market <sup>2</sup> |         |
|--|------------------------|---------|---------------------------|---------|
|  | Number                 | Percent | Number                    | Percent |
| Total  | 26,600                 | 100.0   | 21,100                    | 100.0   |
| Construction                                     | 1,900                  | 7.1     | 600                       | 2.8     |
| Manufacturing                                    | 3,700                  | 13.9    | 1,300                     | 6.2     |
| Transportation, communications,<br>and utilities | 1,800                  | 6.8     | 400                       | 1.9     |
| Wholesale and retail trade                       | 5,000                  | 18.8    | 2,200                     | 10.4    |
| Finance, insurance, and<br>real estate           | 1,000                  | 3.8     | 600                       | 2.8     |
| Services and government                          | 12,100                 | 45.5    | 14,400                    | 68.3    |
| Other  | 1,100                  | 4.1     | 1,600                     | 7.6     |

<sup>1</sup> Includes persons 16 years and older. Numbers are rounded to the nearest hundred.

<sup>2</sup> Represents all civilian employment for Livermore and Pleasanton Census Divisions in July 1970.

SOURCES: Derived from U.S. Bureau of the Census, Census of Population and Housing: 1970, Census tracts, San Francisco-Oakland, California, Standard Metropolitan Statistical Area, Final Report PHC(1)-189, U.S. Government Printing Office, 1972, Table P-3, "Labor Force Characteristics of the Population: 1970," pp. P-145, P-168, and P-169, and; State of California, Department of Human Resources Development, Research and Statistics Division, Community Labor Market Surveys, September 1970.

## FUTURE EMPLOYMENT IN THE VALLEY

Employment in the Valley during the plan period, the next two decades, may be expected to reflect the following:

1. The existing employment and industries - government, services, retail, and other.
2. Potential for (a) expansion of existing industries and (b) new industries.
3. Limiting factors such as (a) competition with other areas (b) environmental constraints.
4. The size and characteristics of the population, especially income and fertility.

Of these influences the environmental appears at this time to be foremost. The attainment of acceptable air quality standards will require restrictions on sources of pollution. Population size, industrial development, and transportation are subject to limitation in the interest of air quality and public health. Increases in population involve more traffic, more industry in the Valley to provide jobs or increased commuting to jobs outside the Valley.

Existing employment will form a major role in the plan period. This will be due to the size and outlook of the Lawrence Livermore Laboratory. Employment in May 1975 was 5,659, in May 1976 it had increased to 5,858, and in 1977 may reach 6,200. Energy, resources, and other non-military research will represent 45 percent of the budget compared to 15 percent in 1972.

The influence of the Lawrence Livermore Laboratory in attracting other enterprises is manifest in the Sandia Laboratories employing about 1,000 and in the General Electric Vallecitos Nuclear Center which employs about 500. It should be anticipated that other operations will need to locate in the vicinity.

The potential for expansion of the above industries is limited less by market considerations than for other industries. Rather, it is subject to federal policies and needs and, even more, to the environmental constraints of the Valley, particularly air quality.

The potential for other industries is less apparent. It is limited by competition with other areas which have locational advantages such as Fremont and Hayward in South County and Oakland and Berkeley in North County. The migration of numerous establishments from North County to South County has favored Fremont, Hayward to a lesser degree. The outlook for manufacturing and related industries in the County as a whole is not one of expansion, and in the Livermore-Amador Valley it is less favorable.

These considerations become less serious in view of the environmental limitations. Moreover, a potential for major expansion exists in commercial and service industries. The Valley today is not meeting the demand of its residents for retail goods and services. As a result, local employment opportunities are deficient.



In brief, there are two major industries for which expansion should be anticipated (1) government and allied research, (2) retail and services. The first may be considered "basic" activity, serving local residents and employees.

Assuming the LAVWMA 1996 population, there would be 131,000 residents in the Valley in twenty years. The civilian non-institutional part of this population is estimated at 128,000. The proportion 16 years of age and older at the 1974 rate would be 72 percent or 92,000. Of this number, 61.5 percent is likely to be in the labor force,<sup>1</sup> that is interested in paid employment, totalling 57,000. With an unemployment rate of 7 percent, a net of 53,000 jobs would be needed for Valley residents.

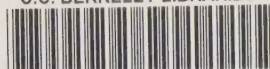
Employment of Valley residents averaged 34,000 in 1974-1976. It is inevitable that some residents will commute to employment outside the Valley. In 1974-1976 nearly half (48.6 percent) were in this group, reflecting a lack of employment opportunities in the Valley.

---

<sup>1</sup>Projection for the nation as a whole by U.S. Department of Labor, Bureau of Labor Statistics.

77 04512

U.C. BERKELEY LIBRARIES



C123308699

INSTITUTE OF GOVERNMENTAL  
STUDIES LIBRARY

AUG 15 2024

UNIVERSITY OF CALIFORNIA



